

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

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How to Move Overstock

Practical Schemes for January Sales Promotion

Frank H. Williams



VERY book dealer has a real problem in starting slow-moving books. January is the best month to do this. He features them in his show windows, he displays them on bargain tables at the front of his store but still they may fail to move. What can the dealer do in a case like this? How can he get these books out of his store, and release the investment for new business?

One answer to these questions is by featuring combinations of books instead of simply always offering books as single units. Combination offers of from three to ten books look more intriguing, arouse a lot more interest because they are offered as a coherent group and give the book dealer the chance of featuring the big savings that will be made by purchasers when they buy such groups instead of buying the various books individually.

Suppose, for instance, the book dealer finds he has a considerable number of detective stories on his shelves, in spite of the fact that such books generally sell out without much trouble. Suppose he has featured these books at reduced prices on his bargain table and in his show windows and suppose they have still failed to sell.

Books in Groups

Then suppose the dealer makes up groups of five or six of these books. Suppose he packs them neatly and attractively in a corrugated paper box so that they

can be carried handily or so that they can be shipped without repacking and suppose that he then places a price on each group that is considerably less than the cost of the books when purchased separately. Suppose, further, that he features these packed groups of detective novels on the bargain table at the front of his store. And suppose, finally, that he calls attention to them by a large placard placed beside them and reading like this:

"EXTRA SPECIAL FOR—

Shut-in folks,

Long trips,

Week-ends at your vacation cottages,

Long evenings at home,

Look at these groups of detective novels—five novels in each group all ready packed for convenient carrying or shipping.

These sets of detective novels are especially appropriate for presentation to sick people and to shut-ins who demand something more than ordinarily interesting to take their minds off their troubles.

Each of these sets is being offered at tremendous savings over the cost of the books when purchased separately.

Buy one or more of these sets now for your own use or for presentation to friends or relatives and get the big saving by making such purchases. Buy now—these sets won't last long at these prices.

Then could follow information giving the prices of the books when purchased separately, the prices of the books when purchased as sets and the savings made in the latter purchases.

All this would be certain to attract a lot of attention and create a great amount of talk with the result that numerous sets of the books would be sold and the store would profit accordingly.

Again the store could feature sets of such books as these in the same way:

Books with an especial appeal to middle aged people.

Biographies of important people.

Books of the sort that young people of college age particularly enjoy.

Travel volumes.

Educational books that are particularly desirable for home instruction purposes.

And so on and so forth.

Of course, the big point in featuring these groups or sets of books would be the savings involved in purchasing such sets and so this feature of the proposition should be played up strongly. But, in addition, this proposition would have the lure that sets of books always have and so would help greatly in making sales for this reason.

Bargain List

The book dealer in moving slow books could also feature a typed "Bargain List of Books."

On this list the store could have the titles, names of authors, publishers and regular prices of all books that the store was offering at bargain prices together with the bargain price of the books and the number of copies of each title that the store had in stock.

This list could be placed prominently at the front of the store where visitors could refer to it easily. With it there could be a large placard explaining that the list was a catalog of all the bargain books in stock in the store and store visitors could be urged to look at the list and see what books in which they were interested could be purchased at the special bargain prices. They will appreciate a chance to look over the titles at their leisure.

To make it easier for the visitors to see if there were any titles in the list in which they were particularly interested, the list

could be classified in much the same way that books are classified in the public library.

There is always a distinct fascination about any sort of a catalog to the average person. That is why the mail-order houses find it such a big help to them in increasing sales to put out such huge catalogs from time to time. Many of the store's visitors would find a real fascination in inspecting the catalog and their discoveries would result in numerous sales.

A Store Catalog

This list would be found to be of particular help to the store in pushing slow-moving books when the bargain table at the front of the establishment was occupied by other goods. It could be used as a perpetual inventory of the slow-moving books in the store by always putting down at the right spot the figures showing the exact number of each title in stock—the figures to be changed as the sales are made and new titles added from time to time when they reach the slow-moving stage to which even the best of books must at some time come.

The list could also be prepared as a card index in the same way that the public libraries operate their catalogs and would be equally interesting to the average store visitor.

Surprise Package Scheme

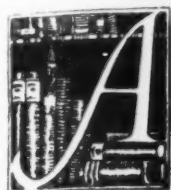
A third plan which would be of help to the book dealer in pushing the sale of slow-moving volumes would be the scheme of wrapping a number of slow-moving books of the less expensive kind so that no one could tell what books they were, putting these wrapped books at the end of the bargain table and then offering any book in the group for an unusually low price—fifty cents or something like that. Many people would like this grab-bag proposition and would buy one of the books just to see what they were getting. So, by teasing their curiosity a very considerable number of slow-moving books could be distributed.

Slow-moving books *can* be moved if special effort is put on moving them. It is up to the bookseller to use this special effort and January is the best month in which to do it.

The Pebble and the Bracelet

A Fable for a Junior Clerk

C. H. Claudy



SEARCH thru all the late leaflets, did not help me find what he wanted," the Junior Clerk announced to the Old Bookseller. "I don't believe there is any such book."

"Why, what did he ask for?" the Old Bookseller inquired, interested.

"Believe Me, Mr. Robinson," answered the Junior Clerk. "If there is such a volume, it isn't listed in any recent announcements."

"How about the big catalog?" inquired the Old Bookseller.

"Oh, I didn't bother with that . . . he said it was a recent book," answered the Junior Clerk. "I didn't have time to look it up there. . . ."

"Pick up pebble, touch to bracelet and throw it in the sea!" answered the Old Bookseller, smiling.

"What?" asked the Junior Clerk.

"I shall tell you a fable," announced the Old Bookseller. "Once upon a time a poor traveler in India applied for a night's lodging to a native of one of the small villages. The man to whom he applied was very poor, having hardly more than a roof over his head, a fish, which he caught in the sea for dinner, a drink of water with which to wash it down. But such as it was, he gave of it willingly to the traveler, together with room on the floor of his rude hut on which to sleep and some rags with which to keep himself warm.

"In the morning the traveler thanked his host for his hospitality.

"You do not know whom you have entertained," he stated simply. "I am one of the Chosen of Buddha. And because you have been good to me, I will grant your dearest wish."

"The native believed what was told him. 'Give me, then, Oh, Chosen of Buddha, gold,' he made answer.

"Gold thou shalt have. But much gold to the poor is a curse, not a blessing. So I give thee gold only by working for it," answered the Chosen of Buddha. "Go thou to the sea shore. On that shore I have placed a magic pebble. When the pebble is touched to iron, it turns iron to gold. You will find it before night."

"With that the traveler picked up his staff and went on his way. The fisherman hastened to the shore. He picked up the first pebble he saw, touched it to an iron bracelet he wore, and, finding the bracelet remained iron, tossed away the pebble. He picked up another, touched it to the bracelet, and also tossed it away. All morning he picked up pebbles, touching them to the bracelet and tossed them away into the sea. Meanwhile, he amused himself thinking what a wonderful time he would have when he found the mystic pebble. What would the gold not buy! Wine, and women, friends and clothes, houses and slaves, raiment and jewels . . . all would be his. Pick up pebble, touch to bracelet, and throw it away.

"In the afternoon he got rather tired, but he consoled himself. 'He said I would find it ere nightfall. Gold and gold and yet more gold!' . . . pick up pebble, touch to bracelet and throw it away.

"To make a long story short, suddenly he glanced down at the bracelet. He hadn't looked at it for some time, so engrossed in his thoughts was he. And lo, the bracelet was gold! Some one of all those pebbles had been the magic pebble, and he had tossed it away. He had lost his golden chance by not paying enough attention to his business!

"One of the things you will find out about this peculiar and fascinating business of selling books is that many booksellers don't behave like human beings! They don't attend to their business. Buyers often have peculiar twists of memory.

They mix titles and authors and subjects. A man reads a review of a book and decides he wants to read it. He puts it off a day or so and then comes in and asks for a book about spoons and gravestones. He isn't quite sure who wrote it, but he thinks it's some one by the name of Anthem. You have to know he means Spoon River Anthology. That's part of your business . . . to be able to pick up the golden pebble from the sand of a man's mind and evolve the perfect golden bracelet of a book you have to sell!"

"I get the Anthology from Anthem, and the spoons, but what have gravestones to do with it?" asked the Junior Clerk.

"If you had read the book, you'd know," responded the Old Bookseller. "But even tho you didn't ask your customer a question, you ought to have known he wanted Lewis Brown's 'This Believing World.'"

"But he said it was Robinson!"

"Of course" agreed the Old Bookseller. "That was your pebble. The newspapers carry a feature called 'Listen, World' by an Elsie Robinson. The title of the book is 'This Believing World.' Your inquirer had just mixed up the two printed associations of the 'world.' If you had asked him what the book was about and he had said 'travel' or 'history' it might have made it easier, because the book, of course, is about the great religions of mankind, and takes up both the travel and religious ideas and the history of many countries."

"I wonder if that *was* the book!" The Junior Clerk seemed a little doubtful.

"The native wondered if each one was the pebble. I have made many a wilder guess and found it correct," answered the Old Bookseller.

"But how can you expect me to know all that?" inquired the Junior Clerk. "I can't read every book published."

"Neither can I. I don't pretend to. But I read reviews of all I can; I look over all the new books when they come in; I make it my business to know the merchandise I sell. And I don't throw away any pebbles. How else can I sell books? If a man demands a volume about a mythological character that had something to do with the Four Horsemen, I don't immediately get down Ibáñez' book and hand it over. I think. Then I ask 'is it a new

book?' He tells me it is . . . he just read a review of it. Then I think some more and venture 'Bellarion?' 'That's it, he cries.' Of course he was thinking of Bellerophon, who was a mythological character who rode a horse, Pegasus. That happened to me yesterday.

"Last week a woman came in to get 'Blue Times.' She couldn't tell me a thing about it, except that she thought it had something to do with prohibition. That rather stumped me for a minute. But that funny little second sight, which all good booksellers ought to have, brought the words to my mind. She wanted Beer's 'The Mauve Decade,' which of course has nothing to do with Prohibition except the thirst-quenching name of the author.

"Have you never been asked for the poems of Amy Harvard, Amy Boston or Mrs. McPherson? They all mean Amy Lowell. 'Names' by Hamilton, is of course 'Labels' by Gibbs, whose first name happens to be Hamilton. Yesterday I had to untangle a young girl who wanted 'Philosophy in College' by something that sounded like a motor car."

"She wanted Durant's 'Story of Philosophy,' didn't she?" broke in the Junior Clerk.

"She did not. She wanted 'Philosophy 4' by Owen Wister. Somewhere her mind had picked up something about Professor Durant's marvelous book, and she had confused the two. There is a 'Durant' car, but there is no college in the 'Story.' I dug out of her that it was a funny story and not very long, and of course that settled it. Not very long ago a man came in to buy a book. He knew it was about the west, and that they hung a man and there was a frog in it, and it hadn't any hero. I guessed 'The Virginian' right away."

"But it *has* a hero!" cried the Junior Clerk.

"The book was noted for many things, among others that the hero is never named. He is simply 'The Virginian' all thru the book!" responded the Old Bookseller.

"You sound to me like a regular prestidigitator of books!" commented the Junior Clerk.

"So I may be, and so you must be!" snapped the Old Bookseller. "You can't

be a booksalesman and not know books. You can't just wrap them up and have the customer put down the money and take away the goods. Lots of people know just what they want and lots more don't. You have to hunt for the pebble on the sand of their minds, which, touched to what little they do know, reveals the gold of the volume they want. You can't do it except by paying attention to your job. You have to know something about a lot of books. You have to have imagination. You can't, like the poor native, let your thoughts wander. You can't 'not have time' to look up everything and anything. You have to be just everlastingly on the job. If you are not, and don't want to be, you might just as well sell bales of hay or

horseshoes, or some other perfectly obvious merchandise. If you want to sell books . . . if you want to be a *real* help to people who *really* want to know, you have to pick your pebbles up intelligently, touch them to the iron of knowledge with attention, and use the resultant gold for the benefit of the puzzled inquirer! But you must do it intelligently.

"If you can do this, you are a bookseller. If you can't, you are just an order taker."

"Please, Oh Chosen of Cadmus, the Phoenician, or whoever it was that invented books" quoted the Junior Clerk "where shall I begin to look for book pebbles?"

"In the *Publishers' Weekly*, of course," answered the Old Bookseller.

The House of Stokes

A Long and Honorable Record of American Publishing



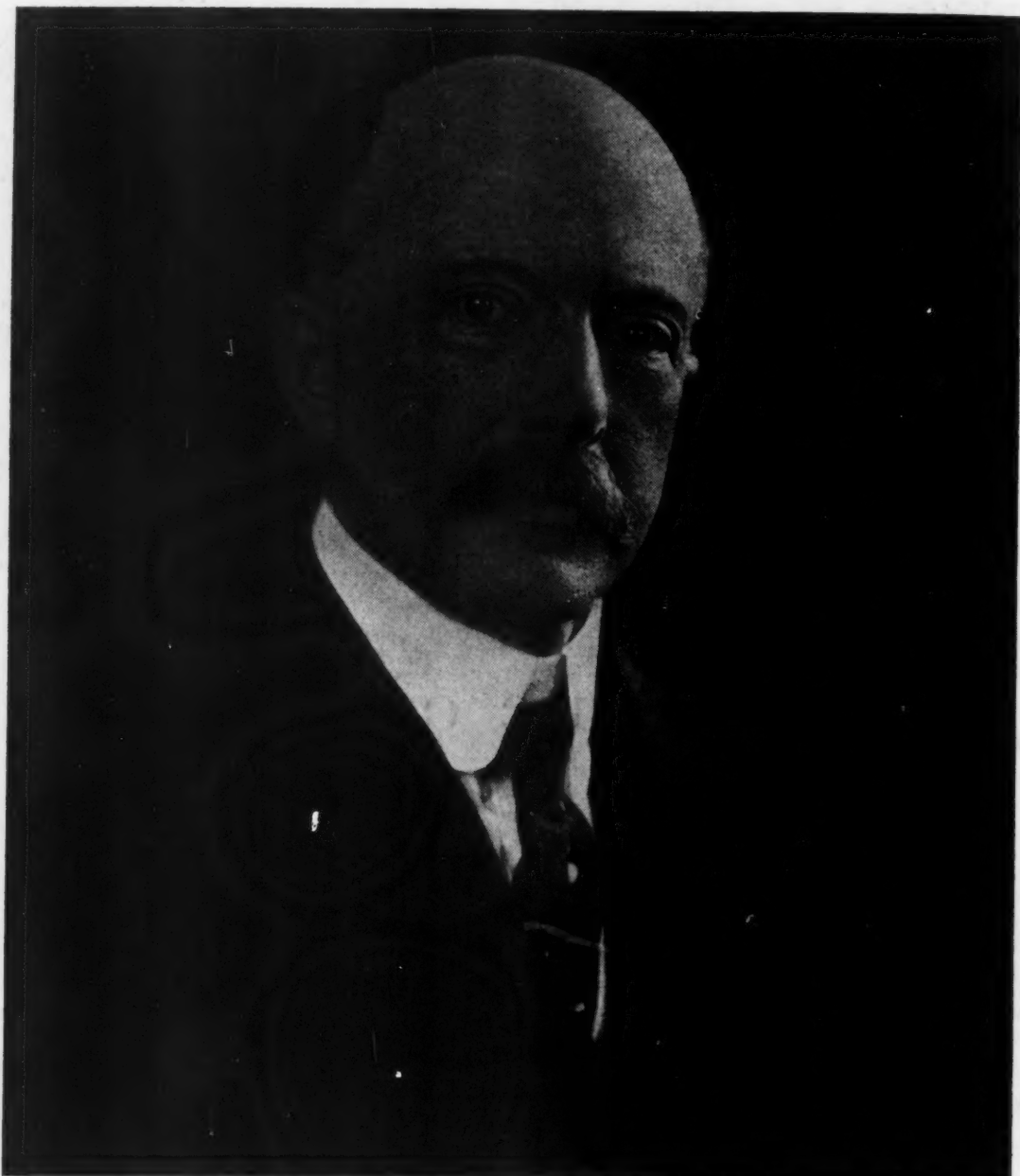
O the printed records of American book publishing has been added a monograph on "The House of Stokes, 1881-1926" which has just been issued by that firm, thus giving opportunity to review the story of an imprint which has been notable in publishing enterprise and played a conspicuous part in American literary history.

Frederick Abbott Stokes is the head of a business which he founded in 1881 as a young man just out of college. There is today no more honored figure in publishing circles and no personality more respected for initiative and imagination, high standards and general contributions to trade progress. Of him indeed it might be said he was the type of man asked for in Bacon's requirements that: "Every man is a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."

This little volume just published gives almost too modest account of the founder, but it includes in the picture a generous and deserved recognition of the important

part his associates played in building up the enterprise: of Maynard Dominick, Vice President of the firm who has been with the Company since boyhood and who has so large a circle of friends in London as well as in New York; of Henry F. Savage, recently made director of the Company, for nearly a quarter of a century with the house; of George F. Foster for many years treasurer; William Morrow, secretary of the Company for 19 years and now head of his own business; Emily Street, manager of the advertising department; Helen Fish, editorial department, and of many others who have been with the firm for a long term of years.

Frederick A. Stokes was born in Brooklyn in 1857 and graduated from Yale in 1879. The firm was organized as White & Stokes in 1881, Joel P. White being the partner. Their first address was at 1122 Broadway, the corner of 27th Street in the Hotel Victoria, and the business then included not only a book publishing program but fancy stationery and an agency for S. C. Griggs & Company, Chicago. In 1883 another member was admitted and the firm then became White, Stokes and Allen. In 1887 Horace S. Stokes entered as



Frederick Abbott Stokes, President of F. A. Stokes Co.

a partner and the firm name was changed to Frederick A. Stokes and Brother. In 1890 it was incorporated with Mr. Stokes as president and George C. Foster as secretary and treasurer.

Mr. Stokes brought to the business a record of literary activity in Yale, including the writing while there of "College Tramps; Adventures of Yale Students during a Summer Vacation in Europe." There had also been various contributions in *The Century Magazine* and *Wide Awake* and the editing of several publications including John Suckling's poems. He decided that he was not to be an author and so called on Frank H. Dodd saying that he

was determined to be a publisher even to working without pay. He was given a paid job.

The first advertisements of the firm as they appeared in the *Publishers' Weekly* in 1881, June and September, were "Esau Harding," a novel by W. O. Stoddard, and "The Children's Hour," a cutout. Also an art book for children in connection with whose promotion there were prizes amounting to \$150 offered to the children sending in books most daintily colored. We also read in this advertisement that "the firm permitted no splitting orders," seeming to indicate an early interest in trade practice. There were soon such works appearing in

the advertisements as the Poems of the Brontës, Dyce's Shakespeare, British Poets, etc.

It would be difficult to single out from the long record of 45 years of publishing, those undertakings that most deserve comment in such a brief review, but the record does show clearly the rare breadth of interest of the head of the house: Belles

Lettres, travel and exploration, history, fiction, children's books, poetry, art, etc. There has been fiction from Frances Hodgson Burnett, Stephen Crane, Gertrude Atherton, Honoré Willson Morrow and H. G. Wells among many others, the "discovery" of James Branch Cabell, Louis Bromfield, Edna Ferber, Percival C. Wren, Hilda Conkling and many others. An interest in poetry was early evidenced by the printing of Frederick Locker's poems, Clinton Scollard's and others,

and of late the firm has been known as the publisher of Alfred Noyes. In exploration there has been Peary's "Northward Over the Great Ice," followed a little later by the volume called "The North Pole."

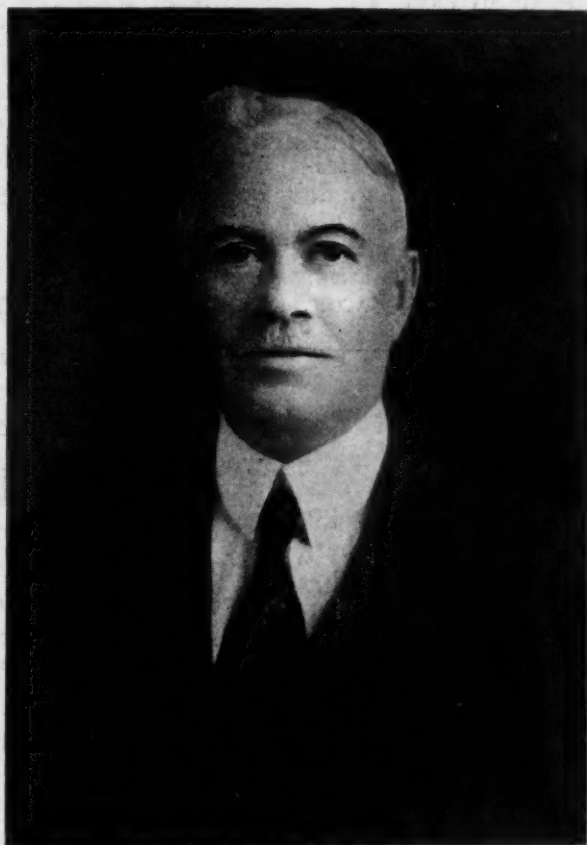
In the field of education we think first of the Montessori book; in biography of Lord Grey's "Twenty-five Years" and of the "Memoirs of Henry Savage Landor"; in music there have been many significant books, as would be likely from Mr. Stokes' known interest in the subject, as an active member of the McDowell Club.

The firm's name will always be closely connected with the story of the publishing of children's books with the "Goop" books, Peary's "The Snow Baby," the inimitable "Dolittle books," "Little Black Sambo" and innumerable books of quality.

The attitude of its authors toward the firm has been evidenced by letters which have been printed in this volume of Stokes' history, and, if publishing friends had written, their communications would have been as heartily appreciative.

Some idea of the extent of Mr. Stokes' contribution to general trade activities is

indicated by the fact that he was secretary of the American Publishers' Association from 1903 to 1907 and president from 1911 to 14, certainly trying years in American booktrade history. The records of that time are full of reference to his unflagging activity in the interests of sound trade progress. He was an active member of the old American Publishers' Copyright League and now secretary of the Bureau of Copyright of the National Association of Book Publishers. He was one of the active leaders in making possible the Na-



Maynard Dominick

tional Association of Book Publishers, has served as vice president, and on many busy committees.

There is hardly a record of constructive effort in American publishing history that does not find Mr. Stokes' name actively enrolled, and New York publishers have not forgotten the high character of his contribution to the wartime activities when he was chairman of the Publishers' Committee on United War Work and gave of his time and strength untiringly in the booktrade campaigns for the support of the Nation. One of his sons, Horace W. Stokes, now actively connected with the business, was seriously wounded in the war but made a fortunate recovery and Frederick Brett Stokes was invalided home in August 1918 with two wounds.

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 45th St., New York City

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I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

How Shall Women Register Copyright?

THE National Woman's Party is going to take issue with Register Solberg of the Copyright Office, because he has ruled that women should register copyright under their husbands' names. It is not often that the Copyright Office, important as it is to millions of dollars of American business, can get front page attention in the *New York Times* as it did on this occasion, which would indicate that, at least in the opinion of one editor, the discussion has news value and might be likely to echo thruout the press.

It is rather difficult for an office that tries to make quickly available important information of registered copyrights to adjust its indexing system to the needs of business men and to the sentiments of all authors. The copyright code itself does not specify under what name the claim shall be made, but under the Copyright Office regulations, No. 24, it is stated that "the name of the claimant printed in the notice should be the real name of a living person or his trade name if he always uses one (but not a pseudonym or pen name), or the name of the firm or corporation claiming to own the copyright."

It has never been the rule of the Copyright Office that a married woman wishing to claim copyright for her works would be compelled to use her married name,

and many hundreds of copyright claims under the maiden names of women authors have been registered. In the case of Mrs. V. D. Hyde of Denver, Colo., both names were stated on the application, and the Copyright Office sent a note to her stating the possible difficulties arising from such a method and the possible advantage to the author of having her claims registered and indexed under the married name. The object of the Copyright Office is to give authors as complete protection as possible by making their claim easy to trace and accurate in detail; it has not been interested in compelling one type of registration.

Bookshop Wages

"IT was Gladstone who resolutely opposed increase of salary to British Museum officials because the work must be so agreeable," says an editorial in *The Bookseller* of London. "And a similar attitude to bookshop assistants has before now been voiced in the correspondence columns of our own trade papers. This kind of precious nonsense is of no value to the booktrade; it debases the character and quality of assistants. More and more is it necessary that those who deal in books shall possess the ready intelligence to cope with the variety of output.

"It is to this end, in the main, that the better minds in the booktrade are directing attention. They feel that the bookseller must have not only training, but status, and the material reward for his service.

"The delights of bookselling are to be counted among the real pleasures of life, but they should not be thrown on the scale as part of the remuneration."

Higher Postage in France

NEW postage stamps are now issued in France whose use will be obligatory, part of the revenue going to the National Sinking Funds. They are authorized for a period of five years.

Post-cards will require a stamp marked 40 centimes plus 10.

Domestic letters, a stamp marked 50 centimes plus 25.

Foreign letters, a stamp marked 1 franc plus 50 centimes.

Further Discussion of the Literary Guild

THE new year is to see launched a new experiment in book publishing on a plan that so intimately involves the established relationships between producers and distributors of books that it deserves most careful analysis, in order that the trade may as fully as possible understand its probable effect. The *Publishers' Weekly* issued on December 4th and 11th accounts of The Literary Guild, Inc. of New York, and, on December 18th, printed a reply written by Samuel Craig the president of the new corporation. These articles have brought many comments to the office, and have been recognized as an important contribution to the study of the situation. In still further discussion of the points raised, the *Publishers' Weekly* ventures re-emphasis on a few of the points:

First, the precedent for this type of publishing. When Mr. Craig first broached the idea of a Literary Guild early last year and printed an elaborate brochure on the subject, he had patterned his plan directly on German precedent, which was for the publishing of books to be sent to club members at lower prices and with the exclusion of the bookstore as an outlet.

As was pointed out in discussion last spring, one of the disadvantages of this type of publishing is that it does not give the author the benefit of the full discussion and general reading that comes from reviewing, advertising and general display in the stores. It is not a type of publishing that builds the reputation of an author and prepares the way to further interest in his books.

In the revised form in which Mr. Craig now presents the plan, there is to be both a club and a trade edition, the trade edition to be published for the bookstores at the usual prices and the club edition to be on the basis of \$18 for 12 books.

The Guild does not announce that its selection for the month will be the best book of the month or the best selection in any particular field, but the plan would seem to be that the members would get the best editorial judgment of a very competent jury who would select among the material that was presented to them each month.

Their choice would have to be based on available manuscripts, and, with the trade publishers, as far as is reported, against the plan, it is not clear how extensive their basis of selection could be.

Besides a comparison with the German clubs, there will be immediate comparisons drawn with the recently organized Book-of-the-Month Club. In the public minds the two will be linked together, but the Book-of-the-Month Club is drawing its selections from all published books insofar as they can be examined by a committee, and the basis of selection is thus broad and inclusive. The Guild differs, also, from the Book-of-the-Month Club on the question of price, as the latter organization issues books at the trade rates and therefore does not sell this service on price appeal but on the basis of the public's interest in a competent jury's selection from current output. The Club has not competed with the bookstores in price, and there is evidence that it has helped sales.

As to membership. There seems to be considerable confusion in the minds of the booktrade as to how the large circulation necessary to the enterprise can be built up for the program outlined. It apparently intends to undertake three methods of business-building: first, thru national advertising with mail-order return; second, thru house-to-house canvass backed up with national advertising; and third, thru bookstores on a commission basis for subscriptions received.

It is expected that the Guild will continue its work on the basis of the method found most inexpensive and effective, and it has already tried out sample canvasses with indications satisfactory to itself that this method can be used. The attitude of booksellers has not been fully canvassed but a special committee from the Board of Trade of the American Booksellers Association has had two recent conferences with the representatives of the Guild and is of the opinion that a program of subscription taking will not be in the best interest of their members.

Again, what is the relation of the general publisher to this situation? Mr. Craig, in his article in the December 18th *Weekly*, said that the Club intends to do business with the publishers and not deal directly

with the authors. At the same time the Guild is related by directorate with book publishing and could negotiate for book rights as well as club rights. Other publishers would inject confusion and delays in their own publishing dates and plans only to have about one chance in five of getting even one book a year into the list. This hardly seems worth while.

As far as the *Weekly* has been able to interview publishers, they have been uniform in their feeling that this is not good business for publishers. J. W. Hiltman, president of D. Appleton & Company and for four years president of the National Association of Book Publishers, was interviewed on his return from Europe last week, and stated that he was of the positive opinion that such a program was not a constructive one, and that the success of book distribution and book sales in this country depended on cooperative programs between book publishers and bookstores and not on the building so experimental an agency as the Guild.

About half a dozen large houses interviewed within a week have expressed a similar attitude to that of Mr. Hiltman. The publishers and booksellers who have been most active in the forward movement in the booktrade in the last six or eight years have been the most positive in their opinions that this plan would be detrimental to American booktrade interests.

The price cutting aspect. In the opinion of the *Publishers' Weekly*, the most serious aspect of the proposed Literary Guild is that of price-cutting, *as its campaign of sales will inevitably be based on an appeal to the public on the ground of lower prices for selected books*. If there are practical ways to get lower prices on books, the *Publishers' Weekly* is certainly interested as is every booklover and every distributor of books, but in this highly competitive trade the prices have been made as low as competing firms could make them. Lower prices can be made after publication, when reprint editions without the initial overhead or the higher royalties can be planned. The Guild expects to make a saving in the payment to authors and in that part of the publisher's overhead that is involved in the search and testing out of books. There will be no saving in the cost of selling, as

every publisher experienced in the field of canvass methods knows. The advertising expense must be heavier than for the ordinary trade book, and the manufacturing cost can be only slightly curtailed, except in the matter of the original plates, which, it may be presumed, the trade edition is expected to cover.

This price of \$18.00 for 12 books that they have arrived at will be broadcast to the whole country as a suitable price for current books. A thousand times more people than ever subscribe to the Guild will read the advertising and be persuaded that books can be cheaper. Ten times as many people as actually sign on the dotted line will be visited by the canvasser and hear the argument for lower book prices. It is hardly to be expected that either the display advertising or the canvasser will take much time to explain the different situation that faces the book which bears full royalty, initial expense of plates and the publisher's overhead of the searching and testing of books.

Every book country in the world has gone thru its discussion of price-cutting as a method of distribution, and this country among others. Such price-cutting as we have now is local, and this is to be broadcast by national display. The best known writer of direct mail copy has been retained by the Guild to make this story of lower prices appealing, and an experienced organizer in the field of direct canvass is planning the national house-to-house methods. In our opinion, the message that they will carry out, both in print and by word-of-mouth, is nothing that will ultimately help the increase of reading in the country or the increase of the ownership of books, but will lead American bookselling up a blind alley, from which it will take some time to recover.

The matter in its first stages concerns authors and their agents, and, if they see fit to have their books published thru this method, the plan will go forward, as it means only twelve books a year for the program. It is time for clear thinking on the part of all those who are in any way connected with American book distribution. The country has room for all sound methods of book publishing, those that will grow in strength and efficiency.

The Postal Matters Before Congress

THE situation of Congress on postal matters is complicated and does not give promise of action. The special Joint Subcommittee on Postal Rates, which was appointed by the Act of February 28th, 1925, and continued by a resolution of the present Congress, has disbanded on time limitation. Last May they made certain recommendations, and further hearings have brought no agreement. In disbanding, the majority report signed by four members including the chairman, Senator Moses, reiterates the recommendations made at that time, and Senator McKellar presents a minority report which has also been embodied in the bill for Congressional discussion.

Senator McKellar recommends that the second-class rates existing in 1920 be restored, that the one cent rate on third-class matter be restored, and that the service charge of two cents on parcel post be repealed. Senator McKellar points out that the Post Office Department has been opposed to destroying the present distinction in second-class matter between news and advertising, the department maintaining that without this distinction there would be no reason for permitting any loss on this class of mail; also, that the department was opposed to a poundage rate on third-class matter.

The House has now passed five bills that embody the recommendations of the majority, and these are referred in the Senate to the Committee on Post Office and Post Roads. These bills are as follows:

H. R. 13446, to restore the one cent rate on private mailing cards.

H. R. 13449, to establish the rate of one cent for each two ounces for periodicals and newspapers mailed by other than the publisher, this rate to be without regard to weight or distance.

H. R. 13448, to authorize the transmission of business reply cards with the reply charge to be collected on return at the rate of two cents each.

H. R. 13445, to establish a special handling charge for packages of two pounds.

H. R. 13447, to provide additional charge on first-class matter that has been short paid on mailing.

Planning a Pocket Size Volume

THE situation of Congress on postal matters is complicated and does not give ways a special problem with the publisher, and the success of a new series involving large investment may depend on the way in which this problem of small size is met. In the current issue of *Now and Then*, the trade organ of Jonathan Cape, London, there are full details of how they worked out this problem in connection with their *Travelers' Library*, a series that was to sell for 3s. 6d.

It was decided that there should be a wider format than is customary in pocket size books, and the size of the page adopted was $6\frac{3}{4} \times 4\frac{5}{8}$, headings in small caps, page numbers at the bottom. The number of pages in the volumes to be included in the series ranges from 224 to 432, and, in order that the thickness of each volume could remain uniform, eight different weights of paper were ordered and a ton or so of each is kept permanently in stock. The binding chosen was light blue, with flexible boards, the pliable binding being less damageable in packing or in the pocket; the jacket, a brilliant Chinese yellow, with show cards the same color.

Books for Binders

A NEW practical volume on "The Book Binding Craft and Industry" has just been published by Isaac Pitman & Sons. The author is T. Harrison, formerly instructor on book binding and design in London. It is an up-to-date book of 125 pages, illustrated with photographs of the different machines and processes and with a chapter on hand bindings, also illustrated. The volume is, of course, written from the point of view of English experience, but, in the case of binding machinery, this is frequently the same as our own. Workers in hand tooling will find practical suggestions as to the handling of leather, the development of the finish, and the art of design.

A volume on "Finishing the Printed Job" by Robert F. Slade has been issued by the *American Printer*. It is a volume of 230 pages, indexed, and illustrated with photographs of different machines.

Associated Travelers Dine

THE second annual dinner of the Associated Book Travelers was held at the Hotel Commodore on Tuesday evening, December 21st. Practically all of the eastern publishers were represented in the hundred or so men present.

President Vass presided and Christopher Morley served as toastmaster. The other speakers were Lowell Thomas of Arabian fame, Dr. Joseph Collins, who tells the reading public how its authors "get that way," John Mulholland, magician and author of books on magic, and James Kerney, newspaper publisher and author.

The officers for 1927 are: President, Henry M. Snyder; Vice President, Leon Archer; Treasurer, George W. Jones, Jr.; Secretary, Orlando M. Baker.

The Rights to the "Book-of-the-Month" Name

THE *Publishers' Weekly*, in common with other publishers, has received a form letter from the Book-of-the-Month Club, Inc., stating that it is taking action, thru its lawyers, to protect what it claims are its exclusive rights to the "Book-of-the-Month" name. This action was taken because a bookseller had published a circular inviting customers to join a local "Book-A-Month-Club." The statement of their attorneys goes beyond this claim of a duplication of the Club name and states, "Our client, the Book-of-the-Month Club, Inc., originated the name and has the exclusive right to use that name or any similar name in connection with the book business." This broad claim undoubtedly goes beyond the rights of the Book-of-the-Month Club, and the *Publishers' Weekly* has sent to its office the following letter:

Mr. Robert K. Haas, President,
Book-of-the-Month Club, Inc.,
218 West 49th St.,
New York City.

My dear Sir:

We have your circular letter of December 14th addressed to publishers in general, and thank you for including ourselves in sending it.

We note that it embodies a letter from

your attorneys stating that you hold the exclusive right to the name "Book-of-the-Month Club" "or any similar name in connection with the book business." Without raising other questions, we remind you that the *Books of the Month* periodical has been published by us for many years, with an edition reaching as high as 250,000 copies in a month, and that the phrase of your attorneys must have been used in ignorance of that fact. This periodical, as you probably know, includes a service to book buyers in selecting the best books of the month based on the votes of a hundred cooperating booksellers.

We must therefore take exception to the very broad character of your attorneys' letter, especially in view of the fact that in defense by those whom your attorneys threaten to prosecute they might cite our publication and thus draw us into the matter. You will perhaps agree with us that some modification of this statement would be just and wise.

R. R. BOWKER Co.,
R. R. Bowker, President.

Credit to the Illustrators

SIMULTANEOUSLY with the opening of the Illustrated Book Exhibit at the Art Center comes supplementary evidence of the new part that illustrations are to play in modern book manufacture in the form of a brochure published by Doubleday, Page & Company entitled "About Artists," written by Anice Page Cooper, and taking up for interesting discussion important illustrators who have been working upon Doubleday publications. This list includes Edward A. Wilson, Charles Livingston Bull, Gordon Grant, Elizabeth MacKinsty, Walter Jack Duncan and Charles B. Falls. The price of the brochure is ten cents.

This makes an admirable addition to the important brochures that Doubleday has published. Of these author lists, which include not only studies of the authors but valuable check-lists of their work, the following are available for distribution at the same list price: Kipling, Conrad, Lagerlöf, Tarkington, Morley, McFee, Ferber, O. Henry, Glasgow, David Grayson and Ernest Thompson Seton.

In the Book Market

THE Drama League of America and Longmans, Green are co-operating in a national playwriting contest.

There are four contests, for a one-act play on an American historical theme in which only college students may compete; a one-act play in which anyone may compete in which the theme must be unusual in conception and treatment; a play of any length, one-act, three-act or pageant in construction based on incidents of either the Old or New Testament; a full-length play with any number of acts or scenes, any theme treated in any manner and for which anyone may compete. The plays are to be judged by the State Judges and sent on to the National Judges for final selection. Manuscripts must be in the hands of the State Judges not later than June 1st, 1927. The winning full-length play will be produced by Brock Pemberton, prominent producer of New York, the Biblical play by the Pilgrim Players of Chicago, and the one-act plays by the American Academy of Dramatic Arts of New York. All four will be published by the play department of Longmans, Green & Company. The contests have been organized by Nathaniel Edward Reeid and will be under his general supervision. For further particulars those interested should address the Drama League of America, 59 East Van Buren Street, Chicago, or Longmans, Green and Co., 55 Fifth Ave., New York City. ❀ ❀ ❀

On the fourth of January, *Harpers* will publish a new novel by Anne Parrish titled "Tomorrow Morning," in which the author of "The Perennial Bachelor" relates the story of a mother and son. ❀ ❀ ❀ Another book for the week will be "This Day's Madness" by the anonymous author

of "Miss Tiverton Goes Out," and issued by the publishers of that earlier book—*Bobbs-Merrill*. In England where the book has already been published, the reviews have been very favorable. ❀ ❀ ❀

The Hadley Book Shop in South Hadley, Massachusetts, is a live bookstore that realizes there is more to selling books than setting up a shop. It knows that books have to be talked about and made appealing to the potential buyer outside of the shop as well as in. Their little shop paper, now in its second volume, is filled with interesting material and with their December issue they sent out a splendid selected list of books, of novels, poetry, travel, life and letters, "other books of interest" and new books for children. At the end of the list came one more line, "And all the old favorites, some in new dress and some in old." After listing the recently-published maps a space is left for listing books to be ordered. The whole effect is very pleasing and should certainly have noticeable results. ❀ ❀ ❀



The drawing reproduced on this page is from "What Happened to a Library Book," a tale for young readers. It is told in verse by L. Stanley Jast and illustrated with many amusing pictures by Eric Newton. Published in London by Libraco Limited it has been brought out in this country by the R. R. Bowker Co. ❀ ❀ ❀

We're reminded of Max Beerbohm's caricature of Byron shaking the dust of England from his feet for Rebecca West has startled London by announcing that she would henceforth live in the United States because she detests living the English life and especially the London life. Ah well, east is east and west is west!

In and Out of the Corner Office

A MAN has to have a good story and tell it well to pass with credit at the meetings of the Dutch Treat Club of New York and this ordeal "Bob" Sherwood of "Here we are Again" fame passed most successfully last week. They liked his circus yarns, songs and pictures and then hung on his neck the medal of honorary membership.



Margery Quigley of the Washington Public Library, valued contributor to our pages, sends word of a most interesting Vassar conference on children's reading, part of the program of the Alumanae Association. Dorothy Canfield is to be their guest of honor on March 4th and 5th at Poughkeepsie and the subject will be discussed by an author, a mother, a teacher, a librarian, an illustrator and a publisher, the latter being Louise Seaman of Macmillan's. On February 4th and 5th there is a poetry conference with Hervey Allen, Edw. L. Davison, Wm. Rose Benét, Elinor Wylie, and Padraic Colum.



It is pleasant to find that Justice John Ford, flayer of publishers and continuing sponsor of more rigid censorship legislation, is after all human. On December 15 he refused to grant a Mrs. Totelman a divorce on her claim that her husband was flirtatious. Said the good Justice:

"A man who doesn't like to look at a pretty woman has something abnormal about him. I don't know that there is anything wrong about smiling at a pretty girl. I'm smiling at you now and right in the presence of your husband."



It is interesting to study the technique of theatrical publicity people when the booktrade information gives a sidelight on the material. It is always considered a "good line" to suggest to the public that any manuscript was despised and rejected by men. So reads the advance publicity for "The Constant Nymph," produced in London and arriving last week in New York. The tale tells that it was a manu-

script "lying around in a pile of rejected material when Colonel William Heinemann, on his way from the office for a week-end trip, thought he would take some of them with him to check up the work of the manuscript readers. Half the reading staff were fired when he returned."

If we are not mistaken, Mr. Heinemann died about four years ago before the manuscript was submitted. We are sure, and have checked this by the Doubleday office, that the correct story is that Charles Evans, head of the editorial department of Heinemann's, was stirred to enormous enthusiasm on first reading and that nowhere along the line did it fail to create an impression of immediate success. However, the public would still love to believe that the publishers are all blind, so we suppose the note will continue to circulate, to the glorification of some publicity agent.



"The price cutter is worse than a criminal," says *The Standard Oil Company Magaine*. "He is a fool. He not only pulls down the standard of his goods; he not only pulls down his competitors; he pulls down himself and his whole trade. He scuttles the ship in which he himself is afloat."

"Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down."

"Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up."

"Who gets the benefit of price cutting?"

"Nobody."

"The man who sells makes no profit; and the man who buys soon finds himself getting an inferior article."

"The man who cuts prices puts up the sign: 'This way to the junk pile.'"

"He admits he cannot win by fighting fair."

"He brands himself as a hitter below the belt."

"If the business world were dominated by price cutters, there would be no business at all."

Favorable Forecasts for 1927

Press Reports Promise Good Business Conditions

HERBERT HOOVER, Secretary of Commerce, in response to many requests from newspapers and magazines for a statement of conditions and prospects for the coming year, has issued the following statement.

A reply to requests for opinion on the New Year's economic prospects can only be based on the economic currents already born of the old year. New and unknown currents will enter in the new year, so there is no such thing as assured economic prophecy.

No one will deny that 1926 has shown the highest total production and consumption of industrial commodities of any year in the history of the United States. Except in the textile industry and parts of the coal industry, it has been a year of high degree of employment, which has been accompanied by the highest peak in real wages, because wage income for the country as a whole has slightly increased and cost of living slightly decreased during the year. Manufacturing, the service industries, and commerce generally have continued to improve their methods, to reduce costs, and to improve services. In aggregate each industry appears to show substantial profits except the textile and some parts of the coal industry. While there has been a slackening in production and demand for several staple lines during the past few weeks, we enter the new year with no consequential over-stock of manufactured goods. With the largest volume of construction during the past year ever known there may prove to be some construction in advance of immediate needs, but slackening in this direction may be partially compensated by the assurance of a larger amount of public construction during the next year. Savings of the country have shown a steady increase and there is ample cheap capital available.

The lag of agricultural recovery has continued and has been accentuated by distressing crop failures in some localities. Cotton and some fruit crops beyond world demand

have brought about prices below the cost of production of large areas of those commodities. There is a consequent lowered buying power in some agricultural sections.

The nation is making economic progress. Some areas lag behind others, and discontent with the lag is an assurance of a lively sense of initiative and the best promise of remedy. Each individual tests the question of prosperity by his own setting and naturally applies his own test to his views of the economic state of the nation. If we use the more precise term "economic progress" we find we have per capita as the result of the year 1926 more and better homes, more electric lights and power, more transportation, more roads, more substantial buildings, more radios and more automobiles, more savings, more life insurance and more of a lot of things. We also have more educational facilities and more per capita circulation of newspapers and magazines than ever before.

Altogether we enter the New Year with a job in prospect for most everybody, with the whole nation better fed, better housed, and better clothed than any other nation. The large disappearance of poverty in the chronic sense should make us more sensible to the remedy of misfortune in the individual sense, and the high recovery of industry and commerce from the losses of the war should make us more sensible of the needs of agriculture.

HIS AMATEUR STANDING

His first manuscript had just been returned to the young author for the sixth time. "And to think," he observed sadly, "that promoters sit up nights pleading with athletes to become professionals."—*Detroit News*.

The Bishop of Liverpool has started an English church storm by asking that Hell be abolished. Suggested title for Bruce Barton's next book: "The Place Nobody Goes to Any More."—*Life*.

Golden Rules for Young Shopkeepers

DOUBLEDAY, PAGE & CO. have announced for next fall "A Book of Days" by Rachel Field to succeed her very popular "Alphabet for Boys and Girls." The pictures are simple and gay with something of Randolph Caldecott and something of Kate Greenaway. Miss Field, who has just returned from London, where she looked at much Greenaway material, has brought with her a book which she got while there, "The English Spelling-Book" decorated by Kate Greenaway, which has an illustrated alphabet in the front. Under the heading of "Moral and Practical Observations, which ought to be committed to memory at an early age" a series of rules appears, "Golden Rules For Young Shopkeepers" by Sir Richard Phillips. With very little adaptation they are surprisingly applicable to booksellers of the twentieth century. "1. Choose a good and commanding situation, even at a higher rate or premium; for no money is so well laid out as for situation, providing good use be made of it. 2. Take your shop door off the hinges at seven o'clock every morning, that no obstruction may be opposed to your customers. 3. Clean and set out your windows before seven o'clock, and do this with your own hands, that you may expose for sale the articles which are most saleable, and which you most want to sell. 4. Sweep before your house; and, if required, open a footway from the opposite side of the street, that passengers may think of you while crossing, and that all your neighbors may be sensible of your diligence. 5. Wear an apron, if such be the custom of your business, and consider it as a badge of distinction, which will procure you respect and credit. 6. Apply your first return of ready money to pay debts before they are due, and give such transactions suitable emphasis by claiming discount. 7. Always be found at home, and in some way employed; and remember that your meddling neighbors have their eyes upon you, and are constantly gauging you by your appearances. 8. Re-weigh and re-measure all your stock, rather than let it

be supposed you have nothing to do. 9. Keep some article cheap, that you may draw customers and enlarge your intercourse. 10. Keep up the exact quality, or flavour, of all articles which you find are approved of by your customers; and by this means you will enjoy their preference. 11. Buy for ready money as often as you have any to spare; and when you take credit, pay to a day, and unasked. 12. No advantage will ever arise to you, from any ostentatious display of expenditure. 13. Beware of the odds and ends of a stock, of remnants, of spoiled goods, and of waste, for it is in such things that your profits lie. 14. In serving your customers be firm and obliging, and never lose your temper—for nothing is got by it. 15. Always be seen at church or chapel on Sunday; never at a gaming table; and seldom at theaters or at places of amusement. 16. Prefer a prudent and discreet, to a rich and showy wife. 17. Spend your evenings by your own fireside, and shun a public house or a sottish club, as you would a bad debt. 18. Subscribe with your neighbors to a book-club, and improve your mind, that you may be qualified to use your future affluence with credit to yourself, and advantage to the public. 19. Take stock every year, estimate your profits, and do not spend above one-fourth. 20. Avoid the common folly of expending your precious capital upon a costly architectural front; such things operate on the world like paint on a woman's cheek,—repelling beholders instead of attracting them. 21. Every pound wasted by a young tradesman is two pounds lost at the end of three years, and two hundred and fifty-six pounds at the end of twenty-four years. 22. To avoid being robbed and ruined by apprentices and assistants, never allow them to go from home in the evening; and the restriction will prove equally useful to master and servant. 23. Remember that prudent purchasers avoid the shop of an extravagant and ostentatious trader; for they justly consider, that, if they deal with him, they must contribute to his follies. 24. Let these be your rules till you have realized your stock, and till you can take discount for prompt payment on all purchases; and you may then indulge in any degree which your habits and sense of prudence suggest."



*Aw, come on in—
another book won't hurt ya!*

This cut, with its amusing caption, has been used not only in the Dutton Bookstore advertisements in the newspapers but as a car card. Another, and equally amusing drawing by John Held, Jr. has been used on the envelopes of the bookstore. This is a drawing of a typical Held hero, wearing a cutaway and pince-nez and balancing six books on his head. The caption reads: "It's a Gift." Such informal, and at the same time attractive, bits of advertising have much more of a chance of getting over with the public than formal stereotyped publicity.

Publicity Unsolicited

LONDONERS these days seem to be spending all their time trying to keep their private lives out of print, as well as their opinions on the lives of others, and if not keeping themselves out of print then endorsing or criticising what is made public.

The announcement that a collection of letters by modern authors would be auctioned in London sometime during December and the publication of certain extracts from some of them in the auctioneer's catalog has aroused the indignation of several of the writers of these letters. Arnold Bennett, who is represented by two letters, one of which contains a particularly frank reference to a famous author, now dead, claims that the letter was obviously intended only for the recipient. "I never authorized publication of this extract," he said, "and I object to it." Shaw also disclaimed any authorization for the publication of a similar extract from one of his letters. Kipling, who has not objected, is represented

by a letter which is no more complimentary to Americans than his recently-published poem, "The Vineyard." "It's a queer land," he wrote in reference to the United States from Bermuda on March 21, 1894, "but if you will insist on treating it as a civilized power you will find it even more queer." Others represented in the collection to be sold include Barrie, Hardy and Wells.

At the same time Shaw and Hall Caine are allowing themselves to be impersonated on the stage in a play called "His Wild Oat" which opened in Portsmouth and has since been taken to London. The play has been adapted from the French, and in the original, three noted French authors were impersonated and mentioned by name. Shaw in a characteristic letter said he should never dream of interfering unless some highly unlikely and ingenious turn were given to the pleasantry. "You may take it from me," he wrote, "that I shall not take a joke in bad part if it is played on me in good part." He even asked the actor impersonating him to tea and discussed the part and its make-up with him.

Illinois Association Service to Booksellers

THE Illinois Booksellers' and Stationers' Association, in an announcement from its president, Harry H. Chumley of Woodworth's Bookstore, Chicago, has outlined a new service to members which will comprise the answering of all inquiries on the subjects of bookkeeping or accounting, giving information and advice on income or other taxes and drawing of forms for office or other use. Arthur Durant of the National Audit Company will perform this service for the Association until April 30th and longer, if possible. Mr. Durant has had a number of years of experience in this field and direct experience in the type of stores making up the membership of the Association. This will make his advice of particular value to members and increase the general importance of membership in the Association.

Movies and a Market Basket

A BOY with a market basket full of books stood near a movie theater in Washington, D. C., recently, as the patrons came out after the evening performance and sold 450 copies of the book from which the movie was taken. The book was Miss Hull's thriller, "The Son of the Sheik," in the Grosset edition. The idea for the stunt was gleaned from one of the speeches at the Booksellers' Convention in St. Louis. A drugstore in Washington situated next to the movie theater tried out the idea, having the boy stand on the edge of the bookstore's property. Books were almost literally in the limelight.

Communication

GOOD WORD FOR SOUTHERN BOOKSELLERS

THE ATLANTIC PUBLICATIONS,
New York.

December 20th, 1926.

Editor, *Publishers' Weekly*:

I was very much interested in Dean Hibbard's able article in the December 18th *Publishers' Weekly* and in checking his views of the southern book situation with some of my own impressions gathered from

a recent questionnaire conducted by *The Atlantic Monthly* thru that section.

Dean Hibbard says "Booksellers (in the South) have a lean and hungry look; few of them possess vitality and interest enough to reply to a questionnaire which librarians and publishers generally accorded their every courtesy."

Our experience runs directly counter to this. In the *The Atlantic's* "Selling Books In a Hundred Stores" investigation last summer, only two booksellers of the twenty-six in the southern states questioned, failed to cooperate. All the others answered quickly and some went a bit out of their way to be courteous. Miss Kate Donnelley, of the Maison Blanche, New Orleans, for instance, returned from a vacation and rushed us a telegram reporting one hundred per cent coverage of Atlantic subscribers in her book department. In all out of 1995 subscribers in these southern cities selected, 1667 were identified as regular bookstore customers. And there was conclusive evidence in the returned lists of 231 buying from more than one store. This 87% average is 1% higher than the average established by the forty-eight States as a whole. From that it seems reasonable to believe that at least twenty-six southern booksellers are very much alive.

It is not infallible to take the circulation of any literary magazine as an index of book interest, and yet it is interesting to note *The Atlantic's* increase of over 5,000 circulation in the southern territory during the last three years. In the same period the library and institutional circulation of the magazine in the same area has advanced over 20%. From every indication that we can gather, interest in literature in the South is steadily increasing, and the booksellers with whom we have had contact are apparently serving book needs of their communities very effectively.

May I add a personal opinion, which seems to coincide with that of the New York publishers with whom I have recently talked, that the *Publishers' Weekly* is becoming more and more interesting. "Did you read — in last week's P. W.?" is not an uncommon salutation in their offices.

Faithfully yours,

THE ATLANTIC MONTHLY,
Wallis Howe, Jr.

Howard Lewis Elected Secretary of Dodd, Mead

AT THE RECENT directors' meeting of Dodd, Mead & Company, Howard C. Lewis was elected secretary of the company. Mr. Lewis has been with the house for twelve years, with the exception of a year and a half when he was overseas with the Expeditionary Forces. For the past few years he has acted as sales manager and is one of the best known figures in the selling field. He was active in the organization of the Associated Book Travelers, and has served as officer. The full alignment of officers of the house of Dodd, Mead is now: President, Edward H. Dodd; Vice President, Frank C. Dodd; Treasurer, Arthur M. Chase; Secretary, Howard C. Lewis.

Obituary Notes

R. DOUGLAS LOCK

On November 30th, R. Douglas Lock, head of Ward, Lock & Co., Ltd., died at the age of 56. He was the second son of the late Mr. George Lock, a member of an old Dorsetshire family, who came to London as a young man and founded the firm with which the family name has been associated ever since. The death of Douglas Lock fortunately does not break the continuity of the family's activities in the conduct of the business, for the two surviving sons of its founder, Mr. Wilfred G. Lock and Mr. Leslie Lock, are directors of it, and three of his grandsons, two of them sons of the late Mr. Douglas Lock, have taken up positions on the staff since the war.

FANNY L. GILLETTE

MRS. FANNY L. GILLETTE, the author of "The White House Cook Book," died in Beverly Hills, Cal., on December 26th. She was ninety-eight years old. Her cook book is enshrined in more than a million homes where it takes its place with the Bible and the Dictionary as the basic family reference library. The only living member of her family is King C. Gillette, the famous Safety Razor Man, whose famed product knows no language.

Change in Price

WILLIAM MORROW and COMPANY, Inc.

The price of "George Washington, The Human Being and the Hero, 1732-62," by Rupert Hughes, will be changed from \$4.00 to \$5.00 after January 1st, 1927.

LITTLE, BROWN & COMPANY

Our January 1st Trade Order List includes numerous changes in prices. Copies have been mailed to the trade. If your copy has not been received, please advise us and we shall mail a duplicate at once.

Periodical Note

The Bookseller and Stationery Trades Journal, the official organ of the Associated Booksellers of Great Britain, heretofore a monthly, will hereafter be issued as a weekly in a new format.

Early in 1927 a new review, to be published 3 times a year and to cost fifty cents a copy is to be launched by Ezra Pound, now residing at Rapallo. The exact date of the first issue and the name of the periodical have not yet been decided. The American agent is John M. Price, care of *Herald Tribune*, New York.

Business Notes

BURLINGTON, VT.—The H. J. Shanley Co., Inc., has made an assignment to H. E. Morton in order to safeguard its creditors.

CHICAGO, ILL.—Franklin J. Meine has opened a bookshop at 1442 North La Salle Street.

KEENE, N. H.—The Sally Wellman Bookshop has been opened by H. L. Wellman.

NEW ORLEANS, LA.—The Pelican Book Shop, under the management of J. E. Edmonds, has been opened at 407 Royal St.

NEW YORK CITY—The Osborne Book Shop, under the management of Miss Olga Reichman, has taken over the shop of H. S. Nichols at 209 West 57th Street. Miss Reichman was formerly with the Argus Book Shop and Kroch's of Chicago.

TOLEDO, OHIO.—Campion's Book Store has moved to 314 Cherry Street.

VANCOUVER, CANADA.—R. James has opened a bookshop at 319 Cambie Street.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 125 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Abbott, George, and Weaver, John Van Alstyne

"Love 'em and leave 'em"; a comedy in three acts. 117p. il. diagr. D (French's standard lib. ed.) c. '26 N. Y., S. French pap. 75 c.

Albion, Robert Greenhalgh

Forests and sea power: the timber problem of the royal navy 1652-1862. 500p. il. O (Harvard economic studies, 29) '26 c. Cambridge, Mass., Harvard \$5

Allard, Daniel

War against war, or, The joys of peace. 156p. D '26 c. Bost., Stratford bds. \$1.50
An interpretation and study of the life of Christ.

Arlen, Michael, pseud. [Dikran Kuyumjian]

May Fair [containing The ace of cads]. 369p. il. D (Popular copyrights) [c.'25] [N. Y., Grosset] 75 c.

Ashley, Clifford W.

The Yankee whaler. various p. il. (pt. col.) Q [c.'26] Bost., Houghton \$20

Bartoli, Giorgio, D.D.

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The return of Peter Grimm; novelized from the play; il. with scenes from the photoplay. 344p. il. D (Popular copyrights) [c.'12] N. Y., Grosset 75 c.

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The author, a grandson of Thomas Henry Huxley, is professor of zoology in the University of London.

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Max Havelaar, or, The coffee sales of the Netherlands Trading Company; tr. by W. Siebenhaar; introd. by D. H. Lawrence. 323p. O (Blue jade lib.) c. N. Y., Knopf \$3

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The best short stories of 1926, and The yearbook of the American short story. 477p. D '26 c. N. Y., Dodd, Mead \$2.50

Living church annual (The); the churchman's year book and American church almanac, 1927. 604p. il. map. diagrs. D [c.'26] Milwaukee, Morehouse Pub. Co. \$1.50; pap., \$1

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Myers, Alonzo F., and Beechel, Edith E.

Manual of observation and participation. 263p. (bibls.) O (Amer. educ. ser.) [c.'26] N. Y., Amer. B'k. pap. \$1.32

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Character education. 95p. (16p. bibl.) O (U. S. Bur. of Educ., bull. no. 7) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

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Tres sainetes en verso; ed. by S. Griswold Morely and W. J. Entwistle. 221p. il. S (Heath's modern lang. ser.) [c.'26] N. Y., Heath 92c.

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The tempest; il. by Arthur Rackham. 194p. il. (col.) O [n.d.] [Garden City], N. Y., Doubleday \$5

Works; I v. ed. 1332p. D '26 c. Phil., Winston \$3

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The plays of Richard Brinsley Sheridan; ed. with introd. by Iola Aneurin Williams. 384p. D '26 N. Y., Dial Press \$3

The first edition to contain the text of "The School for Scandal" as approved by Sheridan.

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tional forests. 54p. (bibl.) il. map. diagrs. O (U. S. Dep't of Agri. bull. no. 1405) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

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Vocational education in agriculture for negroes. 101p. diagrs. O (Bull. no. 111, agricultural ser. no. 28) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

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The spirit-filled life. 126p. S [c.'26] N. Y., Christian Alliance Pub. Co. 85c.; pap. 35c.

Smith, Winchell, and Collier, William

Going crooked; a comedy in three acts. 99p. D (French's standard lib. ed.) c.'25, '26 N. Y., S. French pap. 75c.

Spenser, Edmund

Epithalamion; ed. by Cortlandt Van Winkle. 151p. (11p. bibl.) D '26 N. Y., F. S. Crofts \$7

Stoughton, Bradley, and Butts, Allison

Engineering metallurgy; a textbook for users of metals. 441p. il. O (Metallurgical texts) '26 c. N. Y., McGraw-Hill \$4

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A short history of social life in England; 2nd ed. 403p. D '26 c. '06 N. Y., A. S. Barnes \$3

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The plutocrat. 543p. D '27, c. '26, '27 Garden City, N. Y. Doubleday \$2

The story of some oddly assorted Americans on a Mediterranean cruise, and of a man from Main Street, who is dubbed the "New Roman" on his triumphant progress thru northern Africa.

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Business annals. 380p. (20p. bibl.) diags. O (Pub'ns of Nat'l Bur. of Economic Research, no. 8) '26 N. Y., Nat'l Bur. of Economic Research apply

Truitt, Ralph P., M.D.

Team-work in the prevention of crime; two addresses. 20p. O (Pub'ns issued under auspices of Commonwealth Fund program for prevention of delinquency; reprint ser. no. 4) '26 N. Y., Joint Committee on Methods of Preventing Delinquency pap. gratis

U. S. Bureau of Education

Pay status of absent teachers and pay of substitute teachers. 14p. O (City school leaflet no. 21) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5c.

Thomas, H. H. Griffith, D.D.

And God spake these words. 128p. D '26 c. Phil., Sunday School Times, 1031 Walnut St. \$1.25

Methods of Bible study. 120p. D '26 Phil., Sunday School Times, 1031 Walnut St. \$1

Tillett, Wilbur Fisk

The paths that lead to God; a new survey of the grounds of theistic and Christian belief. 581p. (5p. bibl.) O '26 c. Nashville, Tenn., Cokesbury Press \$2.50

Tinker, Chauncey Brewster

The Wedgwood medallion of Samuel Johnson; a study in iconography. 55p. il. (pt. col.) Q '26 c. Cambridge, Mass., Harvard bds. \$15

Upson, Lent D.

Practice of municipal administration. 598p. (bibl. footnotes) O (Century political science ser.) [c.'26] N. Y., Century \$4

The author is professor of municipal government at the University of Michigan, and director of the Detroit Bureau of Governmental Research.

Van Loon, Hendrick Willem

The story of mankind. 533p. (9p. bibl.) il. (pt. col.) O [c.'21, '26] N. Y., Liveright \$2.50

An enlarged edition containing an added chapter, with six new drawings.

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The castaways of the flag; the final adventures of the Swiss Family Robinson. 255p. il. (col. front.) D (Popular copyrights) [c.'24] [N. Y., Grosset] 75c.

Weatherly, Ulysses G.

Social progress; studies in the dynamics of change. 406p. D (Lippincott sociological ser.) [c.'26] Phil., Lippincott \$3

The author is professor of economics and sociology, Indiana University.

Weber, Max

Primitives [verse and woodcuts]. 48p. il. O '26 N. Y., Spiral Press, 91 7th Ave. bds. \$7.50

Wilson, Robert Dick, D.D.

A scientific investigation of the Old Testament. 224p. D '26 c. Phil., Sunday School Times. 1031 Walnut St. \$2

U. S. Federal B'd for Vocational Education

Agricultural education; rev. ed. 69p. O (Bull. no. 13, agricultural ser. no. 1) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10c.

Employment training in civilian vocational rehabilitation. 64p. il. O (Bull. no. 110, civilian vocational rehabilitation ser. no. 11) '26 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10c.

Wright, G. H.

The one hundred combinations in arithmetic with suggestions and plans for learning. no p. O [c.'26] Champaign, Ill., Johnson-Randolph Co., 114 N. Walnut St. pap. apply

Yerbury, F. R.

Georgian details of domestic architecture.
no p. il. Q '26 Bost., Houghton \$10

Young, Egerton Ryerson

Just dogs. 142p. il. D '26 c. Phil., Sunday

School Times, 1031 Walnut St.

\$1.25

Young, Howard Irving

Not Herbert; a comedy of the night in four
acts. 116p. diagrs. D (French's standard lib.
ed.) c. '25, '26 N. Y., S. French pap. 75c.

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

- Across the street. Purdy R. A. 75c.
S. French
- And God spake these words. Thomas, H.
\$1.25 Sunday School Times
- Antiphonal. Cooper, J. C. \$1.50
Princeton Univ. Press
- Best short stories of 1926, The. O'Brien, E.
\$2.50 Dodd, Mead
- Biblical story of creation, The. Bartoli, G.
\$1.25 Sunday School Times
- British fusilier in Revolutionary Boston, A.
French, A. \$3.50 Harvard
- Can the Christian now believe in evolution?
Johnson, W. H. \$1.50 Sunday School Times
- Captain Fly-By-Night. McCulley, J. 75c.
Grosset
- Castaways of the flag, The. Verne, J. 75c.
Grosset
- Children of the sun. Rorty, J. \$1.75
Macmillan
- City of joy, The. Hewitt, A. W. \$1.50
Tuttle Co.
- Civilization of the South American Indians,
The. Karsten, R. \$7.50 Knopf
- Clinical pediatrics. Morse, J. L. \$9
Saunders
- Conrad (Joseph) in the Congo. Jean-Aubry,
G. \$7.50 Little, Brown
- Cottages, manoirs and other minor buildings
of Normandy and Brittany. Foster, W. D.
\$12.50 Architectural Bk. Pub. Co.
- Defective memory. Lorand, A. \$3
F. A. Davis
- Doc. Dillon, J. A. \$2 Badger
- Dreads and drolls. Machen, A. \$3.50
Knopf
- Dubliners. Joyce, J. 95c. Modern Lib.
- Early Portsmouth. May, R. \$5
C. E. Goodspeed & Co.
- Eccentrics in Paradise. Morse, W. I. \$1
Nathan Sawyer
- Electric trains. Dickinson, R. E. \$6
Longmans
- Engineering metallurgy. Stoughton, B. \$4
McGraw-Hill
- Epithalamion. Spenser, E. \$1 F. S. Crofts
- Erstwhile Susan. De Forest, M. 75c.
S. French
- Essay on the elements of a contract, An.
Morawetz, V. \$2 Columbia Univ. Press
- Essays on popular science. Huxley, J. S. \$4
Knopf
- Esther, Mordecai and the devil. 25c.
J. N. Smith
- Eternal lover, The. Burroughs, E. R. 75c.
Grosset
- Financial policy of corporations, The. Dew-
ing, A. S. \$10 Ronald Press
- Five easy French plays. Simpson, E. L. 80c.
Ginn
- Forests and sea power. Albion, R. G. \$5
Harvard
- Fourth Norwood, The. Pinkerton, R. E. 75c.
Grosset
- General botany. Gager, C. S. \$4 Blakiston
- Georgia and the Union in 1850. Shryock, R.
H. \$4.50 Duke Univ. Press
- Georgian details of domestic architecture.
Yerbury, F. R. \$10 Houghton
- German colonization past and future. Schnee,
H. \$3 Knopf
- Go she must! Garnett, D. \$2.50 Knopf
- Going crooked. Smith, W. 75c. S. French
- Government inspector, The. Gogol, N. V.
\$2.50 Knopf
- Gwinnett (Button). Jenkins, C. F. \$10
Doubleday
- Handbook of organic analysis, A. Clarke, H.
T. \$3 Longmans
- Happy hunting ground, The. Salley, A. S.,
Jr. \$1 State Co.
- Harrison (William Henry). Goebel, D. B.
\$1.50 Indiana Historical Bureau
- Heirs apparent. Gibbs, P. H. 75c. Grosset
- High and far. Condon, R. J.
apply Little, Brown
- If I were king. McCarthy, J. H. 75c.
Grosset
- Influence of the summer vacation on the abil-
ities of fifth and sixth grade children.
Noonan, M. E. \$1.50
Teachers College, Columbia Univ.
- Introduction to the history of medicine, An.
Cumston, C. G. \$5 Knopf
- Inorganic quantitative chemical analysis.
Scott, W. W. \$2.50 Chemical Pub. Co.
- Joanna. Gates, H. L. 75c. Grosset
- Journey through the Bible, A. Nichols, J. T.
\$1.50 Nichols Bk. & Travel Co.
- Just dogs. Young, E. R. \$1.25
Sunday School Times
- Laboratory manual of elementary physics, A.
Hammond, H. E. \$1.25 Lucas Bros.
- Laissez-faire and communism. Keynes, J.
M. \$1 New Republic, Inc

- Letters to the seven churches, The. Inkster, J. G. 75c. *Christian Alliance Pub. Co.*
- Life of Joseph Rucker Lamar, The. Lamar, C. P. \$3 *Putnam*
- Little book, The. Sears, C. A. \$1 *Christopher Pub. House*
- Little pitchers. Glenn, I. \$2.50 *Knopf*
- Little theatre organization and management. Dean, A. \$2.50 *Appleton*
- "Love 'em and leave 'em." Abbott, G. 75c. *S. French*
- Major Bible themes. Chafer, L. S. \$1.25 *Sunday School Times*
- Man in Europe. Jefferson, M. \$1.75 *Harcourt Doubleday*
- Marbacka. Lagerlöf, S. \$3 *Knopf*
- Max Havelaar. Multatuli. \$3 *Grosset*
- May Fair. Arlen, M. 75c. *Putnam*
- Memories of Samuel Parsons. \$3 *Putnam*
- Methods of Bible study. Thomas, W. \$1 *Sunday School Times*
- Mill of many windows, The. Fletcher, J. S. 75c. *Grosset*
- Missing chancellor, The. Fletcher, J. S. \$2 *Knopf*
- My church. Nothstein, I. O. 75c.; 40c. *Augustana Bk.*
- Nervous wreck, The. Rath, E. J. 75c. *Grosset*
- New heaven and the new earth, The. McFeeters, J. C. \$1.25 *Christopher Pub. House*
- New pocket medical formulary, The. Fitch, W. E. \$2.50 *F. A. Davis*
- Not Herbert. Young, H. I. 75c. *S. French*
- Odalisque. Hussey, L. M. \$2.50 *Knopf*
- Oglethorpe (James) in England and Georgia. Estill, E. \$2.25; \$1.75 *Southern Pr. & Pub. Co.*
- Paths that lead to God, The. Tillett, W. F. \$2.50 *Cokesbury Press*
- Pediatric nursing. Sellew, G. \$2.50 *Saunders*
- Phantom alibi, The. Leverage, H. 75c. *Chelsea House*
- Philosophy of Helvetius, The. Grossman, M. \$1.50 *Teachers College, Columbia Univ.*
- Philosophy of the Abbe Bautain, The. Horton, W. M. \$5 *N. Y. Univ. Press*
- Physical sciences, The. Slosson, E. E. 50c.; 35c. *Amer. Lib. Ass'n*
- Plays of Richard Brinsley Sheridan, The. \$3 *Dial Press*
- Plutocrat, The. Tarkington, B. \$2 *Doubleday*
- Poverty and dependency. Gillin, J. L. \$4 *Century*
- Practice of municipal administration. Upson, L. D. \$4 *Century*
- Primitives. Weber, M. \$7.50 *Spiral Press*
- Proverbial prophet, The. Godsey, T. 75c. *Rush Pr. Co.*
- Question of Dolly, The. Lippincott, S. \$2 *Badger*
- Questions and answers on material and spiritual psychology. Hoffman, W. H. \$1 *Austin Pub. Co.*
- Rebel bird, The. Patrick, D. \$2 *Dutton*
- Record of old boats, A. Edgar, R. \$1.50 *Ward C. Burton*
- Return of Peter Grimm, The. Belasco, D. 75c. *Grosset*
- Ruin, The. Sackville-West, E. \$2.50 *Knopf*
- Russell (Lady John). MacCarthy, D. \$4 *Longmans*
- Sandollar. Buck, C. N. \$2 *Chelsea House*
- Scientific investigation of the Old Testament, A. Wilson, R. D. \$2 *Sunday School Times*
- Short history of social life in England, A. Synge, M. B. \$3 *A. S. Barnes*
- Slave prince, The. Mackaye, A. L. \$1.75 *L. C. Page*
- Social progress. Weatherly, U. G. \$3 *Lippincott*
- Songs of the Helderhills. Christman, W. W. \$1.50 *H. Vinal*
- Spirit-filled life, The. Smith, O. J. 85c.; 35c. *Christian Alliance Pub. Co.*
- Story of mankind, The. Van Loon, H. W. \$2.50 *Liveright*
- System of school records and reports for smaller cities, A. Ganders, H. S. \$1.50 *Col. State Teachers' College*
- Tempest, The. Shakespeare, W. \$5 *Doubleday*
- Text-book of nursing technique. Kelley, I. V. \$2.50 *Saunders*
- Three traditions in the gospels, The. Lockton, W. \$3 *Longmans*
- Thresholds. Cuthrell, F. B. 75c. *Grosset*
- Tired child, The. Seham, M. \$2 *Lippincott*
- To-morrow morning. Parrish, A. \$2 *Harper*
- Training the rabbit hound. Smith, C. E. \$1 *Hunter-Trader-Trapper Co.*
- Tres sainetes en verso. Serra, N. 92c. *Heath*
- Tropical cyclones. Cline, I. M. \$5 *Macmillan*
- Twinkletoes. Burke, T. 75c. *Grosset*
- United States in relation to the European situation, The. King, C. L. \$2.50; \$2 *Amer. Acad. of Political and Social Science*
- Vanishing American, The. Grey, Z. 75c. *Grosset*
- Violinist's dictionary, The. National Academy of Music. 60c. *Universal Society*
- Vocational guidance of college students, The. Maverich, L. A. \$2.50 *Harvard*
- War against war. Allard, D. \$1.50 *Stratford*
- Wedgwood medallion of Samuel Johnson, The. Tinker, C. B. \$15 *Harvard*

Westchester County during the American Revolution. Hufeland, O. \$7.50

Westchester Co. Historical Society

Wild geese. Ostenso, M. 75c. *Grosset*

Women of the Bible; v. 2. Lundholm, A. T. \$1.50 *Augustana Bk.*

Works. Shakespeare, W. \$3 *Winston*
World's unrest, The. Pankhurst, C. \$2

Sunday School Times

Yankee whaler, The. Ashley, C. W. \$20

Houghton

Youth rides west. Irwin, W. 75c. *Grosset*

The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

AN unique memorial to Abraham Lincoln has been established at the Peekskill Public Library by four Peekskill women. It is a fund of \$1,000, the yearly income from which is to be used to purchase books on Lincoln for free circulation.

"THE Elzevir Press," a handlist compiled by H. B. Copinger, will be published by Grafton & Co. of London early this month. An index is given to every book that the Elzevirs printed—5,300 in all, or nearly three times the number registered by any previous bibliographer.

THE large paper edition of William Dana Orcutt's "In Quest of the Perfect Book," which was limited to 365 numbered and autographed copies, began to sell at a premium the day it was published. Copies of the first printing of the trade edition are now selling at a premium, and the third edition is nearly exhausted.

THE great French publishing house of Hachette of Paris, which is celebrating the 100th anniversary of its foundation, has marked the occasion by making a gift of great value to the National Library. The gift consists of the original manuscript of the memoirs of Saint-Simon, "The Century of Louis XIV." It is composed of 172 books in eleven portfolios embossed with the Duke's coat of arms and initials. A twelfth portfolio, which is similar to these and also autographed, contains an index.

It still lies in the archives of the French Foreign Office at the Quai d'Orsay.

FROM a London daily newspaper we learn that no less than 60,000 copies of Kipling's "Debits and Credits" have been sold within a few months of publication. It is also asserted that last year 330,000 copies of his books were sold in both England and in this country. Of these, the English sales were approximately 170,000 copies and the American sales 160,000.

THE signature of Bruce Rogers's colophon has long been synonymous with excellence to all lovers of books distinctively designed and printed. He has a masculine strength of expression, a feeling for the page, that is uniquely his own. At an auction held recently in this city, at which a number of books of his design brought record prices, it is interesting to note that a package of circulars, done in his typography to announce Houghton Mifflin Company Riverside Press Editions, was sold for \$25. A single booklet announcement brought \$11.

A COLLECTION of books consisting of seventeenth and eighteenth century English literature, the property of Colonel Ralph Isham, will be sold at the American Art Galleries, January 7. A few of the rarer lots include the first issue of the first edition of Lovelace's "Lucasta," London, 1649; Tennyson's "Poems by Two Brothers," London, 1827, first edition of

Lord Tennyson's first book; a remarkable series of first editions by Oliver Goldsmith; various works by Sir Francis Bacon published from 1614 to 1677, and scores of other lots of great rarity and in the finest condition.

AT the time of the recent death of Clement Shorter, Gabriel Wells, the rare book dealer of New York, printed in the *New York Times* an interesting story of how he met Mr. Shorter one day in London and showed him what he represented as "the only perfect copy of Tyndale's New Testament in the original binding." Mr. Shorter, in his next page of gossip said, "If Mr. Wells will take the trouble to walk from his Fifth Avenue offices to the New York Public Library, he will see another unblemished copy of his 'find.'"

As Tyndale's New Testaments are pretty thoroly recorded, the *Publishers' Weekly* asked Mr. Wells to give the story of this volume, so that its place among the Bible editions could be recorded. It seems to have been issued by R. Jugge in 1553 in London, in octavo size and in an absolutely contemporary binding. The principal check-lists of old English Bibles do not give an edition of that kind in that year, altho there was a printing of this revision of Tyndale in the previous year described in the well-known catalog of early Bibles issued by the John Rylands Library.

IN the few months which have elapsed since the American Historical Association announced its intention to raise \$1,000,000 for a fund to foster research, that society has formulated a program for the use of the income from that fund. The plan comprehends a thoro survey of the field of American history by a committee composed of leading scholars to determine what subjects are most in need of further study. It is then proposed to organize special groups of scholars for cooperative study of the historical backgrounds of such current problems as internal relations, immigration, the common law, sectionalism, American business, rural life and the American family. Such grants to competent individual scholars will be made to enable them to meet some of the expenses of their

particular fields of research. A systematic survey and inventory will be undertaken to discover what manuscript material may be in the hands of private citizens and to collect it in such manner that it may be made available to students. An attempt also will be made to coordinate the activities of the many regional, state, local and special historical organizations. For the wider dissemination of accurate historical information it is also proposed to publish a series of studies including the results of the co-operative research, to improve and expand present bibliographical services, to bring up to date inventories of state and local archives compiled some years ago by the Public Archives Commission, to publish in systematic series volumes of source material and to inform the public generally on historical subjects, possibly by a popular magazine containing articles written to appeal to readers of average culture. It is likely that there will be a general headquarters in Washington, which will serve also as a rendezvous for students who visit the capital to consult the public archives, and as a clearing house for research.

Auction Calendar

Tuesday afternoon, January 4th, at 2 o'clock. Americana from various sources. (Items 310.) The Anderson Galleries, 489 Park Ave., New York City.
Wednesday and Thursday evenings, January 5th and 6th, at 8 o'clock. Japanese color prints, a few Japanese books, etc. The Walpole Galleries, 12 West 48th St., New York City.
Monday afternoon and evening, January 10th, at 2 and 8:15. Books on typography, New York City, and Currier and Ives prints from the library of Mrs. Bella C. Landauer of New York, the library of the late James Mortimer Montgomery of New York, and the library of Mrs. Palmer Campbell of Bernardsville, N. J. (Items 491.) The Anderson Galleries, 489 Park Ave., New York City.

Catalogs Received

Books of miscellaneous interest. (No. 18; Items 356.) Edgar H. Wells & Co., Inc., 41a East 47th St., New York City.
Early scientific books. (No. 931; Items 168.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.
First editions of modern authors. (Catalog of Dept. 18.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
Miscellaneous books. Atlantic Book & Art Corporation, 47 Murray St., New York City.
Herausgegeben Von Den Deutschen Verlegern Philosphischen Schrifttums. Felix Meiner, Kurzenstrasse 8, Leipzig, Germany.
Klassische Philologie Archäologie. (No. 570; Items 2361.) Karl W. Hiersemann, Königstrasse 29, Leipzig, Germany.
Literature. (Satalog of Dept. No. 1.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.
Old and modern first English and first American editions. (No. 4; Items 720.) Stephen Hunt, 15b Church Road, Southborough, England.

Mid-Winter Book Index, 1927

*Quarterly Announcement of New Publications
to March 1st, Listed by Author, Title and Series*

Spring Announcement Index in Issue of March 12

- Abbott.** *See* Dunning.
Abbott, McClure. *See* Eberlein, Harold D.
Abdullah, Achmed. Ruth's rebellion. \$2
Doran
Abdullah, Achmed. Trail of the beast. 75 c.
Burt
Abingdon religious education texts; week-
day school ser. Abingdon
Titles: Howe, E. L. Our wonderful
world. \$1.25—Hutton, J. G. Our wonder-
ful world; teacher's manual. \$1.
Abrahams, I., and others, ed. Legacy of
Israel. Oxford
Accounting, Modern. Hatfield, H. R. \$3.50
Appleton
Accumulator charging. Ibbetson, W. S. \$1
Pitman
Ace of cads. Arlen, M. 75 c. Grosset
Across three oceans. O'Brien, C. \$6
Longmans
Acts of devotion. \$1 Macmillan
Adam, H. M., and Evans, J. H. Metal work.
New ed. \$2.50 Longmans
Adams, Herbert. Comrade Jill. \$2
Lippincott
Adler, Alfred. Neurotic constitution. New
ed. \$5 Dodd
Adult education. Hart, J. K. \$2.75 Crowell
Adventures in storyland. Taylor, F. L. 60 c.
Beckley-Cardy
Adventures of a Trafalgar lad. Lesterman,
J. \$2 Harcourt
Adventures of Mr. Joseph P. Cray. Oppen-
heim, E. P. \$1 Little, B.
Adventuring with twelve year olds. Stott, J.
\$2 Greenberg
Advertising, Modern. Burnham, Viscount.
\$17.50 Pitman
Advertising research. White, P. \$6
Appleton
Advice on the care of babies. Meyer, J.
\$1.25 A. & C. Boni
Aesop in verse. Wetherell, J. E. \$2.50
Macmillan
Affair in duplex 9B. Johnson, W. \$2
Doran
Agg and Brindley. Highway administration
and finance. McGraw-Hill
Agriculture, Diminishing returns in. Patton,
F. L. \$1.50 Columbia Univ.
Alabaster lamps. Turnbull, M. 75 c.
Grosset
Alarcon, Pedro A. de. Three-cornered hat.
(Borzoï pocket books) \$1.25 Knopf
Aldin, Cecil. Ratcatcher to scarlet. \$7.50
Scribner
Alexander, Ruth. Ghost train. \$2
Small, Maynard
Alias Dr. Ely. Thayer, L. \$2 Doubleday
Alice's adventures in Wonderland. Carroll,
L. \$2.50 Appleton
Alice's adventures in Wonderland. Carroll,
L. \$1 McKay
Alice's adventures in Wonderland, with,
Bruno's revenge. Carroll, L. 60 c. Nelson
All at sea. Wells, C. \$2 Lippincott
All summer in a day. Sitwell, S. \$3.50
Doran
Allen, Albert Cooper. King of the wilder-
ness. \$2 G. Howard Watt
Allen, Henry T. Rhineland occupation.
Bobbs
Allen, Hervey. Poe's brother. Lim. ed. \$7.50
Doran
Allinghams, The. Sinclair, M. \$2.50
Macmillan
Allinson, A. R., tr. War diary of Emperor
Frederick III. \$5 Stokes
Almost pagan. Beresford, J. D. \$2.50 Bobbs
Alpha. Balint, E. \$2 Macy-Masius
Altar candles. Best, S. M. \$2 Badger
Altman, Addie R. God's agents. 75 c. Bloch
Amazing chance. Wentworth. \$2 Lippincott
America comes of age. Siegfried, A. \$3 (?)
Harcourt
America in the struggle for Czechoslovak in-
dependence. Pergler, C. \$1.75 Dorrance
American annual of photography, 1927. \$1.50
American Photographic Pub.
American business law. Sullivan, J. J. \$2.50
Appleton
American Indian: North, South and Central
America. Verrill, A. H. \$3.50 Appleton
American labor and American democracy.
Walling, W. E. Harper
American library. *See* Maclay, W.
American Library Association. Libraries and
adult education. \$2.50 Macmillan
American race problem. Reuter, E. B. \$2.75
Crowell
American schoolmistresses. Shelton, M. B.
\$2.50 Putnam
American Society for the Excavation of Sar-
dis pub'ns. Princeton Univ.
Titles: Butler, H. C. Temple of Artemis.
\$25—Shear, T. L. Architectural terra-cot-
tas. \$15.
American text-book of operative dentistry.
Ward, M. L. \$10 Lea & F.
American year book. Hart, A. B. \$7.50
Macmillan

- Ames, Joseph Bushnell. Stranger from Cheyenne. \$2 Century
- Aminoff, Leonie. Glory. (Torchlight ser.) \$2.50 Dutton
- Among the Kara-Korum glaciers. Visser-Hooft, J. \$7.50 Longmans
- Analytic cyclopedia of practical medicine. Sajous's. \$9 F. A. Davis
- Anamalia. \$2.50 Dodd
- Ancient cities and modern tribes. Gann, T. \$5 Scribner
- Ancient Egyptian materials. Lucas, A. \$2.75 Longmans
- Ancient hunger. Granberry, E. \$2 Macaulay
- And God spake these words. Thomas, W. H. G. \$1.25 S. S. Times
- Andersen, Hans Christian. Flying trunk. (Nelson's teaching of English ser.) 60 c. Nelson
- Andersen (Hans Christian) and Grimm brothers, Tales from. 60 c. Nelson
- Anderson, Neal L. God's world and word. \$1.50 Revell
- Angel Esquire. Wallace, E. \$2 Small, Maynard
- Angola. De la Molière, J. \$7.50 McBride
- Animal pals. Wager-Smith, C. \$1 Macrae Smith
- Anonyma and pseudonyma. 4 v. Stonehill, C. A. \$25 R. R. Bowker
- Ant people. Ewers, H. H. \$3 Dodd
- Anthony, Gardner Chace, and Ashley, George F. Descriptive geometry. \$2.48 Heath
- Antiphonal sonnets. Cooper, J. C. \$1.50 Princeton Univ.
- Antiques, Practical book of American. Eberlein, H. D. \$8.50 Lippincott
- Appel, Joseph. World cruise log. \$3.50 Harper
- Approach to Chaucer. Underdown, E. 60 c. Nelson
- Approach to Shakespeare. Lang, Mrs. A. 60 c. Nelson
- Approach to Spenser. Underdown, E. 60 c. Nelson
- Approach to Tennyson. Lang, Mrs. A. 60 c. Nelson
- Arabia, In unknown. Cheesman, R. E. \$10 Macmillan
- Arabian, Michael. Joykin. \$2 Liveright
- Arabian nights, Tales from the. 60 c. Nelson
- Archbold, W. A. J. Nineteen modern essays. \$1.75 Longmans
- Archer, William. Old drama and the new. New ed. \$3 Dodd
- Archer, William. Play-making. New ed. \$3 Dodd
- Architectural terra-cottas. Shear, T. L. \$15 Princeton Univ.
- Architecture, Georgian, Details of. Yerbury, F. R. \$10 Houghton
- Argonaut ser. ea. \$2.50 McBride
- Titles: Narrative of Samuel Hancock—Voyage to the South Seas.
- Aristotle. See Loeb classical lib.
- Arithmetic, Course in methods of. Jones, Sister M. E. \$2 Heath
- Arithmetic work-books. Knight, F. B. 36 c. Scott, F.
- Arithmetics, bk. 2. Milne, W. J. 80 c. Am. Bk.
- Arlen, Michael. Ace of cards. 75 c. Grosset
- Armstrong, Anthony. Trail of fear. \$2 Macrae Smith
- Arneson, Ben Albert, and others. Gateway to the social sciences. \$2.60 Ginn
- Arnold, J. Book on plainsong. Oxford
- Art and craft of garden making. Mawson, T. H. \$25 Scribner
- Art, History of. v. i. Pijoan, J. Harper
- Art of skating. Brokaw, I. \$12 Scribner
- As you like it. Shakespeare. 60 c. Nelson
- Asbury, Herbert. Methodist saint. il. \$5 Knopf
- Ashley, George F. See Anthony, G. C.
- Ashley, W. Business economics. \$1 Longmans
- Ashmun, Margaret. Pa. \$2 Macmillan
- Ask me another. Esty, L. \$1.60 Viking
- Aspects of Mexican civilization. Vasconcelos, J. \$2 Univ. of Chic.
- Asquith, Lady Cynthia. Martin's adventure. \$1.75 Scribner
- Asquith, Lady Cynthia, ed. Ghost book. \$2 Scribner
- At the sign of sagittarius. Ince, R. B. \$2 John Day
- Atkeson, Mary Meek. Shining hours. \$2.50 Century
- Atkey, Bertram. Unknown path. \$2 Appleton
- Atkinson, Robert, and Bagenal, Hope. Theory and elements of architecture. 2 v. il. ea. \$10.
- Atomic form. Price, E. E. \$3 Longmans
- Aubry, M. Octave. Lost king. \$2.50 Stokes
- Austen, Jane. Novels. 5 v. Oxford
- Austin, H. H. Old Stick-leg. il. \$3 Dial Pr.
- Automobile wiring diagrams. Croft. McGraw-Hill
- Averill, Mary. Flower art of Japan. New ed. \$2.50 Dodd
- Averill, Mary. Japanese flower arrangement. New ed. \$2.50 Dodd
- Avram, Mois H. Rayon industry. il. \$10 Van Nostrand
- Ayres, Ruby M. Charity's chosen. \$2 Doran
- B. M. Ezekiel and other poems. \$1; \$1.50 Nelson
- Babbitt warren. Joad, C. E. M. Harper
- Bacheller, Irving. Dawn: a lost romance of the time of Christ. \$2.50 Macmillan
- Bagenal, Hope. See Atkinson, Robert.
- Bailey, John. Johnson and Boswell. (Nelson's teaching of English ser.) 75 c. Nelson
- Bailey, John. Shorter Boswell. (Nelson's teaching of English ser.) 60 c. Nelson
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Old Book Notes

A letter from Stephen Hunt, Bookseller,
15b, Church Road, Southborough, Nr.
Tunbridge Wells, England.

13th Dec., 1926.

"To the Editor, *Publishers' Weekly*:"

I have just had the pleasure of a visit from a distinguished New York bookseller who is on a buying tour in this country. He told me that the prices of London booksellers were so high that he was turning to those in the country, the smaller fry, of whom I am one, more with a view to future business than immediate purchases.

His remarks referred in especial to Americana and he said that the country bookseller supplied London and London expected to make too large profit in supplying New York. Now the country bookseller would every bit as soon supply America direct, at reasonable prices, if only he could get his money anything like as soon as he gets it from the London bookseller. Many of the best London houses pay cash on receipt of goods; hardly any of them keep the country bookseller more than one month. But the very soonest he receives remittance from America is two months after posting his catalog or report; more often it is three months and not infrequently five. The country bookseller cannot stand this in these days of intense competition, when country sales are so well attended by London buyers; therefore he sells to London. It is an incontrovertible fact that if the New Yorker wants the right books at the right prices from the English country dealer he *must* pay cash on receipt of goods; or better still, in cases where he

is sure of the vendor's repute, send part cash with order.

Your obedient servant and regular reader,
STEPHEN HUNT.

In Edgar H. Wells & Co.'s (New York) catalog No. 18, appears an unusual Norman Douglas item:

"Report on the Pumice Stone Industry of the Lipari Islands. London, 1895. 8vo, paper covers as issued. \$37.50.

'First edition, with the autography of the author on the front cover. This is an official publication of the Foreign Office, number 378. The note from the British Ambassador in Rome to the Secretary of Foreign Affairs (the late Marquis of Salisbury) reads: 'Rome, July 12, 1895. My Lord, I have the honour to transmit to your Lordship an interesting Report on the Pumice Stone Industry in the Lipari Islands, which has been furnished to me by Mr. Norman Douglass (sic), Third Secretary at Her Majesty's Embassy at St. Petersburg, who has been lately travelling in this country.'"

Paul Elder's (San Francisco) latest catalog contains a heading "The Most Noted of All Books Relating to California." The listing is as follows:

"Palou (Padre Fr. Francisco). Relacion Historica de la Vida y Apostolicas Tareas del Venerable Padre Fray Junipero Serra, y de las Misiones que fundo en la California Septentrional, y nuevos establecimientos de Monterey. With folding engraved map of California, and full-page engraving of Padre Junipero Serra preaching to the natives. Small 4to, contemporary full vellum, vellum thongs. Mexico, Felipe de Zuniga, 1787.....\$200.00

'Father Serra and Palou were among the earliest of the Catholic missionaries sent to California; they established the first missions in that country which had a great influence upon the natives, and brought most of the tribes under their control. The letters from Father Serra to Father Palou, which chiefly make up the volumes, give not only an account of the founding of the missions but interesting details of the various Indian tribes, their manners and customs, together with descriptions of the country.'"

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N. J. BARTLETT & Co., 37 CORNHILL, BOSTON
Finger Ring Lore.
Memoirs of Chateaubriand. 1 vol. London, 1849.
Traill & Mann. Social England.
Gore. Dissertation on Subjects connected with the Incarnation.
D. MacMillan. Four Years in the White North.
In the Woods and on the Shore. Ware.
Shorter. Brontes and Their Circle.
Craik. English Prose. Vol. 2.

Weekly Book Exchange

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N. Y., 1874.

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Thomson, John Arthur. Heredity.

BOBBS-MERRILL Co., 185 MADISON AVE., N. Y.
The Boyhood of Abraham Lincoln. Gore.

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Athenaeum. London, June, 1910.
Cavalier. Norfolk, Va. Vols. 1; any.
Cornhill Booklet. Vol. 3, nos. 2, 4.
Gypsy & Folk-Lore Gazette.
Lotus. Kansas City. Vol. 2, no. 1.
London paper, May 4, 1902, has article about
Crawford, by Henry Murray.
Pellico. Francesca da Rimini.

BOOKE SHOP, 4 MARKET SQ., PROVIDENCE, R. I.
Vita Nouva. 100 Poems. William Watson.

BOOKLET, 411 CLEVELAND AVE., PLAINFIELD, N.J.
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Life Everlasting. Marie Corelli.

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Atalanta in Calydon. Ricardi Press.
Life Louis XI. Hare. Scribner's.
Louis XI and Charles the Bold. Haggard.
Recollections General Miles.
Autobiography J. J. Ingalls.
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Electric Traction. Armstrong. 2.

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Philosophy of Right. Hegel. In English.
Was Lincoln a Spiritualist? Hartranft.
What's the Matter With Mexico? Whitney.

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W. R. BROWNE, 309 ALEXANDER ST., ROCHESTER, N. Y.

P. T. Barnum. Autobiography. Any ed. Give publication date in quoting.
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Publishers' Weekly for Mar. 13, 1926.

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Poe. The Raven and Other Poems. 1st.
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Godey's. Jan., Aug., 1864.

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Account of Opening of Railroad Bet. Boston and Canada. 1852.

American Chemical Soc. JI. Vols. 10, 12-15, 17-20.

American Historical Review. Vols. 2-8; 23, no. 4; 24, no. 4; 25, no. 2; 26, no. 1.

Belloc. Danton. Scribner, 1911.

Dawson. Pioneer Days on Oregon Trail.

De Gallier. Forty Yrs. in Philippines.

Dickerson. American Colonial Government.

Farish. Hist. of Arizona. 8 vols.

A. H. CLARK—Continued

Forkner. Hist. of Madison Co., Ind. 2 vols.
French. Early Amer. Silversmiths. Walpole Soc. Hall. Hist. of North Western States, etc.
Hough. Story of the Outlaw. 1st ed.
Houston, Sam, Life of. 1855.
Johns Hopkins Univ. Studies in Hist. & Pol. Science. 1899 to date.
Lewis & Clark Expedition. Orig. Jls.
Liberty Bell. Boston. 1839-1847, 1849, 1858.
Michigan Pioneer & Hist. Coll. Vols. 2, 4, 6, 12, 15, 22-30.
Northern Pacific Ry Guide. St. Paul, Riley Bros., 1886.

Playing Cards. Anything Relating to.
Southern History Assn., Wash. Set or vols.
Twain. Innocents Abroad. 1st ed.
Southwest Texas, 20th Century History of. 2 vols.

COLE BK. Co., 123 WHITEHALL ST., ATLANTA, GA.
From England to America. Montague.

COLUMBIA UNIVERSITY LIBRARY, NEW YORK
Walsh, C. M. The measurement of General Exchange Value. Macmillan.
Babelon, Ernest. Manual of Oriental Antiquities. Putnam, 1906.
Caffin, Charles. Story of French Painting. Century, 1911.
Calvert, A. F., & Hartley, C. G. The Prado. 1907.
Hale, Philip L. Jan Vermeer of Delft. Small, Maynard.
Stokes, H. Goya. Putnam, 1914.

COLUMBIA UNIV. PRESS B'KSTORE, 2960 B'WAY, NEW YORK
Ditmars. The Reptile Book.
Gummere. Germanic Origins.
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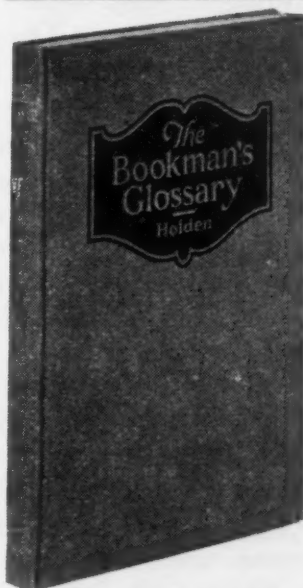
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American Book Illustration

Robert O. Ballou

THE photo-engravers, top sergeants of book illustration have a slogan which says, "Your story in pictures leaves nothing untold." Like most slogans this is not altogether true. But it is probably much nearer the truth than the clever advertising man who devised it guessed. Our everyday language would be meaningless to us unless it created pictures. Unless our newspapers made us see what is happening we would put them aside and listen to the talk of our best story tellers.

We insist upon visual images. We are not unlike old savage chief Finow, told about in William Mariner's "Account of the Tonga Islands." Finow asked Mr. Mariner to write something for him. Mariner asked what he should write. The chief demanded, "Write me." Mr. Mariner then wrote "F-I-N-O-W" and handed it to the savage. Finow's eyes were wide with astonishment. He looked at it from every possible point of view. At last he shouted, "This is neither myself nor anyone else! Where are my legs?" The truth of the matter is, of course, that when Mr. Mariner wrote the five letters of the chief's name he was creating for himself a visual image much more accurate than any he could have made in an attempt to copy literally the curves and masses of the chief's fat body.

Probably no one knows when this business of image-making began. Perhaps it is older than speech. But it is safe to assume that, even tho speech may have preceded actual picture writing, early man, as soon as he began to talk, drew pictures in the air with his hands in an attempt to convey images to his companions.

This paper, now slightly cut, was delivered by Robert O. Ballou at the opening of the First Annual Exhibition of American Book Illustration at the Art Center in New York on November 30th.

The North American Indians, when they wanted to write the word "peace" drew a black hand and a white hand stretched out to clasp each other. The ancient Chinese, I have been told, when they wanted to write "trouble" drew a picture of two women in one house.

These things are in the past, but our need for a picture language survives. We idolize our great artists and our great authors for the same reason, I think, because they both give us beautiful pictures. This power to make us see eye to eye with an author seems to me to constitute the hold which Thomas Hardy, Joseph Conrad, Elizabeth Madox Roberts, and a score of others, have on us. Our great complaint against Gertrude Stein is that she does not create definite images in the unsubtle minds of most of us.

Likewise there are poets like Mina Loy, who writes:

"I must live in my lantern
Trimming subliminal flicker
Virginal to the bellows
Of experience
Colored glass."

Most of us would pass that by as uninteresting—not because it is free verse and we object to unconventional forms, but because while obviously an attempt at imagery, it does not quickly convey any image.

This also is free verse:

"The Lord is my shepherd;
I shall not want.
He leadeth me in green pastures
And beside the still waters. . ."

And most of us love it, not simply as an emotional heritage of a religious childhood, but because it makes for us a beautiful picture.

Here is a sentence written by James O'Donnell Bennett, one of Chicago's best newspaper writers:

"I have passed Roumanian people lowly placed in life on the Roumanian highways at nightfall, and I know how weary are their voices, and how bent their backs."

He might have written simply:

"I have seen Roumanian workmen at the end of the day in Roumania and I know how tired they are."

It would have meant the same thing. But if Mr. Bennett wrote that sort of thing, at the end of each week he would receive a check for forty dollars, or perhaps fifty-five. Instead he earns his disgracefully large salary by creating for his readers a moving picture with a vitaphone attached, in which shadowy, stooping figures shuffle along a winding silver ribbon at dusk, muttering to each other in low, passive monotones, while a lone figure, straight-necked and vigorous, passes them watching, his erect bearing and easy stride throwing their quiet misery into sharp relief.

Here is the sort of thing that has made Conrad great. It is from his "Heart of Darkness."

"A slight clinking behind me made me turn my head. Six black men advanced in a file, toiling up the path. They walked erect and slow, balancing small baskets full of earth on their heads, and the clink kept time to their footsteps. Black rags were wound round their loins, and the short ends behind wagged to and fro like tails. I could see every rib; the joints of their limbs were like knots in a rope; each had an iron collar on his neck and all were connected together with a chain whose hights swung between them. . . .

"All their meagre breasts panted together, the violently dilated nostrils quivered, the eyes stared stonily uphill. They passed me within six inches, without a glance, with that complete, deathlike indifference of unhappy savages."

That is as fine and as vivid a drawing in black and white as Aubrey Beardsley ever made. That is the sort of thing we demand from those authors whom we choose as favorites out of the vast host of writers. I think that Conrad's ability to make pictures like this, even more than his feeling for adventure and his ability to see into the thoughts and emotions of people, explains why thousands love him.

A few weeks ago there was published one

of the most attention-compelling first novels of a generation, "The Time of Man" by Elizabeth Madox Roberts. Critics have been unanimous in its praise and have almost always used the adjective "beautiful" in describing it. And this, I think, is most of all the sort of thing which has given it that quality which we call beauty:

"A path lay under her feet, a path cattle took to go to the deeper water holes, and she saw the little steps of cattle in the pale soil. The beaten ground made walking easy and when she swerved away from the creek she followed altho it drifted into an upland, an undulation of pasture where strange cattle grazed, black and white beasts lividly spotted. They made vivid color against the green of the hill and they drifted in the quivering air, raising a head now and then to see her as she passed. She sang aloud in the face of the cattle as they stood on their sloping pasture:

'Liddy Margaret died like it might be today, Like it might to today, like it might be today; And he saw the bones of a thousand men.'

"Saw the bones of a thousand men.' Saw with his eyes, that is. I thought till just now when I studied about it he sawed the bones. with a saw. Sawed the bones of a thousand men. I saw that there man there a-sawen with a big saw and bone saw-dust a-siften down. I'm a fool for sure."

That is the sort of thing which makes great literature. Pictures. We love Ellen Chesser, an illiterate gypsy child whose life goes nowhere in particular, because with her we see color and movement, with her we say "I'm a-liven. My heart beats on and on and my skin laps around me and my blood runs up and it runs down, shut in me." I have eyes to see and pictures lie all about me.

This imagery, this spreading before us of line and mass and color and movement, this stock in trade of the men and women whose work we have come here to see, is the very essence of all that makes life bearable for us from the cradle to the grave.

And here is the other side of the picture story. Most of you probably saw and will always remember, one of the greatest motion pictures ever filmed—"The Last Laugh." There were no subtitles in this picture, save one when the picture was put aside and the author stepped downstage for a moment, no tiresome explanations of emotions, intentions, and reasons, which the perfect staging and acting made obvious.

Looking back over the picture just after having seen it, one found it impossible to see where a subtitle might have been inserted without detracting from the beauty of the picture. Staging, forms, facial expressions, and movement—all part of a visual image, or rather a series of visual images, told the whole story.

I know no better evidence than this picture of the fact that visual images form the *sine qua non* of intellectual entertainment for the greatest part of the human race.

How simple the problem is, then. We may entertain ourselves with thoughts and pictures, translated for us by type or illustrations. Which shall we choose? The answer has always been and probably will always be, both.

It is an interesting fact that the earliest printed books were composed almost entirely of pictures. Perhaps this was partly because it was more tedious and difficult to carve letters out of blocks of wood than the lines of pictures. But also bear in mind that carving wood for five hours and producing a picture was a lot more fun for the carver than spending the same amount of time in carving letters, for he, too, was a person, and loved to make direct visual images. On a picture he was willing to spend much time and energy. He could not be so bothered continually by cutting unfeeling letters.

Whoever started the western world on its career of printing from movable metal types changed this attitude. Printing words became simpler and reflection of even the subtlest thoughts on paper more nearly possible. But this new formula of magic, typographic printing, could not do away with the need for more satisfaction achieved only thru direct visual images. The wood carver went on making his woodcuts; the engraver on metal made his steel and copper plate engravings. Pictures! The human mind continued to cry out for them.

Rather quietly, less than a generation ago, the second significant miracle in the history of printing came about. Photo-engraving was invented. Everything else which had happened to printing since the making of the first metal types became matters of insignificant details. No basic principle had been changed. Printing had

become faster and cheaper—hardly better—but it consisted of the same basic processes as those which were followed by Gutenberg and Dürer.

Photo-engraving cancelled all bets in illustration. Woodcuts were to continue, were to be imitated, were to be revived, but the brunt of illustrating books fell upon the photo-engraver.

And presses were running more and more rapidly. Changes were taking place in the papers on which type and illustrations were printed. Book papers were growing softer and fuzzier. A new surface had to be devised for printing halftones, and coated stock was made. Somewhere along the line an evil genius discovered that paper could be made very bulky while retaining a lightness in weight, so that a book could be made to seem twice as thick as it really was. The paper was softer and pudgier and much less fit to be printed upon, but it was thicker and made the book look as tho it were worth more money.

These, then, were the things available to the illustrator in the first quarter of the twentieth century: the increased advantages of photo-engravings, which could be made quickly and cheaply and printed in the same form with type—a thing which could not be done with steel and copper plate engravings, nor with etchings, nor with lithographs; and the increased disadvantage of bad paper and rapid, careless printing. Some artists have spent most of their lives complaining about the disadvantages. Others have found a study of these new methods and these new conditions fascinating and have spent much of their lives learning how to use their new tools.

There has been a great deal to learn.

Before the days of bad paper and rapid printing, a man could cut his picture on a block of wood knowing that a skilled workman would print it carefully on paper suited to it, watching each impression, and that the result would look very much like the original block. He could include a wealth of detail in fine lines, as Bewick and Dürer did, knowing that the lines would reproduce as he made them, each one separate and very little, if at all, thicker or thinner than he cut them on the wood.

Today an artist has no such assurance. If he is making a black and white drawing

to be reproduced by a line etching on zinc and printed in a trade book, he knows that every line he has drawn will appear a little thicker than he drew it, because the blotting paper on which it is printed will absorb the thin ink necessary to a rapid printing process, and that the ink will spread and slop over around every line. He knows also that the surface of the soft paper on which books are printed will constantly flake off onto whatever printing surface it touches and will soon fill any small spaces between the lines of his plate.

His need is to make a drawing in which the lines and masses are kept separate and as far apart as is consistent with his design. He may cross-hatch, if he likes, but he probably won't like after he has done it in illustrations for a few books, for the little rectangular spaces left by his lines will soon fill up with the fuzz which covers most book papers and his cross-hatching will become a black smear.

Dorothy Lathrop, whose "Silverhorn" is in this exhibition understands this difficulty. Her drawings retain a delicacy of feeling and a sensitiveness to minute detail, yet she has managed to keep her lines few enough and far enough apart so that they will reproduce well on the worst possible paper. In places where the temptation to use quick and easy cross-hatching for shading must have been strong, she has used instead carefully drawn parallel lines which print well and avoid the danger.

Evidence of a thoro understanding of this need is clearly shown in the pen drawings of Boris Artzybasheff, Rockwell Kent, Wilfred Jones, Lois Lenski, Maud and Miska Petersham, and in the woodcuts of C. B. Falls and Allen Lewis, among others whose work is in this exhibition. Here and there you will find illustrations which look muddy, in which detail is obscured, which seem covered with blotches. Usually this is the result of too little understanding of modern reproduction on the part of the artist. Even though his drawings may be beautiful, the reproduction of them may be terrible, if they are not drawn with the method of reproduction and an understanding of what sort of drawing will reproduce well, clearly in mind.

I do not mean to say that paper makers, publishers, and printers are not to blame

for bad illustrated books and bad reproduction of well-drawn illustrations. I think that they are utterly shameless. I think bulking book papers an especial abomination. I think that most of the papers which publishers can afford to put into books to-day are pretty bad. I think that publishers and printers and binders all work too rapidly, get out too many thousands of volumes in a day to do them well.

But all of that is a result of economic pressure. I do not know what to do about it. They are all doing exactly what you are doing (unless you are wealthy) and what I am doing—constantly scrambling for a few luxuries, for a few hours of leisure in which to play, in an age whose constant command is "Double Time! March!" My honest wonder is that publishers and engravers and printers do as well as they do.

But there is something that the artist can do about bad illustration. He can learn not only how to draw a picture, but how to draw it so that it can be thrown into the maelstrom of modern reproduction and not be sucked into its depths. Our greatest illustrators have proved that pen drawings and woodcuts may be made so that printing and paper will not spoil them.

The traditions of the woodcut are among our oldest traditions in bookmaking. Out of them were developed new techniques by Albrecht Dürer, Thomas Bewick, Timothy Cole, and others. The beauty of their wood engravings is an axiom. But you have only to look at the lame attempts to reproduce their wood (or Dürer's metal) engravings on the book papers in common use today to see how poorly adapted they are to our methods of printing. They become dull, dead, sloppy, smears. Another technique is needed.

C. B. Falls is an artist who understands this thoroly. And when I say that he understands it, I do not mean simply that he knows it is so. He knows what to do about it. Putting aside the possibility of fine lines and shaded tones available to the engravers who cut their blocks on the end grain of the wood, he has taken full advantage of the beauties of mass and color possible thru cutting on the side grain, and has produced a masterpiece in his *A B C Book*.

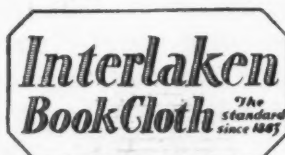
Mr. Falls' technical knowledge of modern processes of reproduction is evidenced as well in the other two books which bear his name in this exhibition. In both of them he has grasped and made fine use of the modern standby of illustrators—the simple line photo-engraving on zinc, and both of them show that he knew what the engraver and printer were going to do to his drawings.

It seems to me that there is a sly joke in his *Mother Goose*. We associate the Ben Day process more with advertising illustration, colored un-comic Sunday supplements, and terrible looking children's books. But like the true modern craftsman that he is, Mr. Falls has taken advantage of all that Mr. Day had to give him and has produced a beautiful book in his *A B C*.

The modern illustrator must learn the technique of these processes. And he must learn more, if he is to play his proper part in the making of beautiful books. He must learn more thoroly (and, if books are to be beautiful, publishers and printers must learn with him and work with him) that an illustration in a book is a detail of a larger unit.

Illustrations, type, paper, decoration, binding, jacket, all must be of the same esthetic stuff. When illustrations are drawn to order by an artist who knows nothing about what the rest of the book is like and doesn't care, and are thrown into the book by the publisher or printer, wherever they will go, and however, they are not a part of the book. They are simply attached to it.

In the ideal situation the type, paper, and binding of a book would be determined in conference with the illustrator (who, being an ideal illustrator, would have technical knowledge of these details) before he ever touched pen or brush to paper. He would know the size of his type page and paper page and the positions his illustrations were to occupy. He would make his illustrations for these positions and they would (based upon his knowledge of the type) be in harmony with his type page. That is, there would be an element of what the artist calls color, even in a black and white drawing, which would blend with the color of the type page, and the illustrations would be so placed that the eye would take in a page of type and illustrations together as



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one unified whole instead of two parts.

Nor would his work in adaptation be confined entirely to the illustrations. The process might be reversed. If a plan of illustration or decoration contemplated the bold, heavy lines of the modern woodcut, the artist might have something to say about the choice of a type which would harmonize with them better than most types used with them today do harmonize. He might even design a type which would do it. An effort was obviously made to choose such a type for "Full and By" decorated with Edward Wilson's woodcuts. The whole book is printed in a bold face type which was designed for use in display advertising.

One of the most interesting books in the exhibition from two points of view is Rockwell Kent's "Voyaging." Technically he has carried on the traditions of some of the older masters most successfully in this modern age of jazz illustration. His work has been compared to that of William Blake for its handling, its honesty, and its vividness.

He understands thoroly the compromises which have to be made to the engraver and printer. He has adapted his drawings to

the mechanical processes of reproduction about which Blake did not have to worry.

And he has done one thing more. He has worked with the printer and publisher and together they have gone back to the old traditions of good bookmakers, whose pages were unified, whose illustrations and type lay together like a pattern of field and woodland seen from the air. If there is a better example of harmony between illustrations and type in a modern American trade book than that found in "Voyaging," I am not familiar with it.

This is the sort of thing which must be done if the making of illustrated books is to proceed toward an ideal of beauty. The artist, trained as a craftsman will gradually find ways to eliminate some of the monstrosities which flood our bookstores today, the book printed entirely on coated paper because there are a few halftones in it, the senseless books in which colored halftones are tipped into pieces of stiff board and the boards tipped onto signatures of the books, the dozen or more cheap tricks by which some publishers try to throw a glamor over a piece of bad bookmaking.

Frequently the artist will find ways to eliminate halftones from a book entirely.

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This was done in at least one book in this year's exhibition of fifty books. Four line drawings and two photographs were submitted by the author. Rather than put two pieces of coated paper in the book, silver prints were made of the photographs and given to a capable artist (not the photo-engraver's artist) who made a careful rendition in line of the original wash drawings which had been furnished. The rest was a simple matter of washing out with acid all of the surface save the india ink and making line etchings to print on the same stock used for the rest of the book.

The matter of using two kinds of paper stock, noticeably different, in any book is particularly annoying, even when it is made seemingly necessary by photographs. Conscientious and energetic artists are finding, and will continue to find, ways of making it unnecessary, if they are only given the opportunity.

They must be given this chance. They must work closely and understandingly with publishers, engravers, and printers, if our illustrated books are to be beautiful books.



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Magazine Layout for the Layman

A NEW page, becoming a regular feature of the *Ladies' Home Journal* from its December number, will catch the attention of those interested in the arts of illustration and decoration. The department, which is page 195 in the issue, entitled "The Journal Page By Page," is edited by Raymond P. Ensign, who has been a teacher of art for many years at Pratt Institute, the Cleveland School of Art and other places, and who has undertaken to lay out a course of study of the art side in the *Home Journal* which it is hoped will be of value and importance to art teachers and students. The discussion is going to take up the previous month's issue each time, in order that the pupils may have that issue to tear apart and use for object lessons.

Such a plan will not only emphasize the care and intelligence put into the planning of the great women's monthlies but will bring forth practical discussion, in this study which will give many readers just one more reason for appreciating well-printed material. Just as good bookmaking and good illustration give additional reasons for book buying and book ownership, this attention to the art of magazine making would have the effect of making more appreciative readers.

There are four different departments of art in the magazine making that are worth studying—the reproduction of old masterpieces in color; the outstanding work of present-day illustrators; the careful page decorations and little illustrations in black and white; the remarkable work of the artists in connection with advertisements. Many book publishers find in the fine work of magazine illustrations suggestions for book work, and there are few artists who would not care to add to their magazine and advertising income by carrying on to rather more considerable immortality through having their name connected with some successful piece of book illustration.

The Fleuron, Volume V.

THAT the practice and art of typography are in a live and flourishing state is in no way better evidenced than by an examination of the fifth volume of "The Fleuron," that annual journal of typography issued in England which was edited for four years by Oliver Simon, but with this new volume becomes the joint publication of the Cambridge University Press and Doubleday, Page & Company and edited by Stanley Morison, whose contributions to typographical history and discussion have been already so considerable.

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One of the most valuable articles to an American reader ought to be the one on the work of the Klingspor Type Foundry, with specimens of the many modern fonts which have come from there in the last twenty-five years, examples of printing done with these fonts, and a check-list of books which the collector could gather to give further insight into this most brilliant of modern movements of typographical design. There has been a daring and flare to German typography that America can well afford to study thoroly, and this article will provide a key to the subject.

A discussion of William Bulmer by H. V. Marrot gives high place to this famous craftsman of a hundred years ago, an article both readable and informative. "Bulmer is established," he says, "with Bensley and Baskerville as the great triumvirate of English typography, and few would venture positively to attack his title to an even higher position."

Stanley Morison himself continues his articles from the second and third volumes of "The Fleuron" and takes up the story of the Italic Type and its probable tendencies.

The volume of "The Fleuron" is larger than the previous ones in the series, is published at \$7.50, bound in green cloth designed by Emil Weiss in Berlin.

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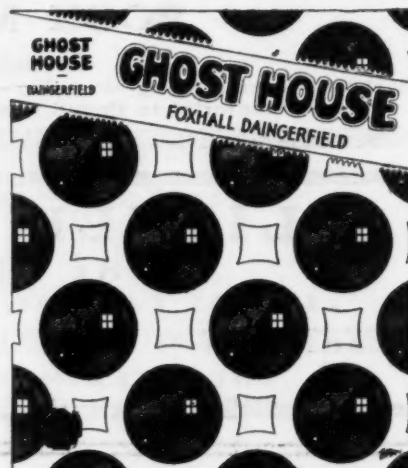
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